

(FILE 'HOME' ENTERED AT 15:48:13 ON 03 JAN 2000)

FILE 'USPATFULL' ENTERED AT 15:48:20 ON 03 JAN 2000

L1 198628 S STATEMENT# OR LETTER# OR BILL# OR INVOICE#  
L2 497071 S AD# OR ADVERTIS? OR ANNOUNCEMENT# OR NOTICE# OR MESSAGE# OR  
I.  
L3 220575 S CUSTOM? OR TAILOR? OR PERSONALIZ? OR CUSTOMI?  
L4 220575 S CUSTOM? OR TAILOR? OR PERSONALIZ? OR CUSTOMIZ?  
L5 15528 S L2(S)L4  
L6 1775212 S INSERT? OR PUT? OR PLAC? OR ADD? COMBIN?  
L7 3318 S L5(S)L6  
L8 277 S L7(S)L1

**ABSTRACT:**

A computerized system and method for managing work in process is provided. Case specific information, including information from an initial transaction is electronically entered into a database and automatically linked with a work source index which includes basic client information. Input information residing in externally generated documents is scanned into the system as images for subsequent display or conversion to textual data. As work is performed on the case, the system tracks its progress and provides a variety of support functions. An electronic activity log function maintains a record of key activities involved in t

.. 27/3,K/1 (Item 1 from file: 16)  
DIALOG(R)File 16:GALE GROUP PROMT(R)  
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04458829 Supplier Number: 46545220 (USE FORMAT 7 FOR FULLTEXT)

**Targeted marketing comes of age**

National Home Center News, p29

July 15, 1996

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Trade

Word Count: 751

... roster in July, as the program slowly rolls out nationwide.

Each month a dedicated 'offer page' is mailed out to the card holder with his bill. Retailers tailor these offers to the customer base they want to target, and are sent a monthly update of the results of their promotional campaign. Included in the recap are the number of card holders that received their offers, the number of transactions that used the offers, and the...

27/3,K/2 (Item 2 from file: 16)

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04041906 Supplier Number: 45877879 (USE FORMAT 7 FOR FULLTEXT)

**CSG SYSTEMS SCORES WITH CONTINENTAL, US WEST**

Multichannel News, p47

Oct 23, 1995

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Trade

Word Count: 689

... S West liked CSG's 'enhanced statement presentation' software, described by CSG's Pont as an add-on billing package that lets U S West customize customer bills with logos and marketing and promotional messages .

After mailing the first round of bills using the ESP system, U S West said calls to its customer service representatives 'were significantly lower than...'.

27/3,K/3 (Item 3 from file: 16)

DIALOG(R)File 16:GALE GROUP PROMT(R)

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03664931 Supplier Number: 45176488 (USE FORMAT 7 FOR FULLTEXT)

**MATERIAL HANDLING UPDATE: DEMAND FOR IMI'S ENTERPRISE-WIDE LOGISTICS SOLUTIONS ACCELERATES**

Manufacturing Automation, v4, n3, pN/A

Dec, 1994

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Trade

Word Count: 695

... to utilize 'best of breed' software solutions for other business functions."

Coats & Clark is deploying the System ESS software to bolster its ability to manage special promotions with retailers and enhance its inventory efficiencies by allowing for continuous, automated product replenishment requests. The demand chain management solution will also help Coats & Clark increase its use of EDI (electronic data interchange) in processing order transactions, and expand its customer and product profile capabilities through providing customized order and invoice processing based on the preferences of the individual retailer.

IMI's solution enables Coats & Clark to migrate from mainframe processing to a UNIX-based, distributed...

27/3,K/4 (Item 4 from file: 16)  
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03619238 Supplier Number: 45098480  
**Intuit updates QuickBooks financial application**  
PC Week, p45  
Oct 31, 1994  
Language: English Record Type: Abstract  
Document Type: Magazine/Journal; Tabloid; General Trade

ABSTRACT:

Intuit has introduced an enhancement of its QuickBooks for Windows small-business accounting software. The new **product offers** auditing and inventory management capabilities and makes it easier to **customize invoice** formats. Obtainable via resellers, the QuickBooks 3.0 for Windows carries a \$99 price tag. . . .

27/3,K/5 (Item 5 from file: 16)  
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03533992 Supplier Number: 44956253 (USE FORMAT 7 FOR FULLTEXT)  
**Retailers Launch Breast Cancer Initiatives**  
WWD, v0, n0, ps10  
August 31, 1994  
Language: English Record Type: Fulltext  
Document Type: Magazine/Journal; Trade  
Word Count: 1100

... you can get information to people who otherwise might not get it.' Miller at Bloomingdales agreed, adding that retailers can also create a dialogue with **consumers** via **ads**, **direct** mail efforts and **statements** in **monthly** bills.

Retailers at the more moderate end of the spectrum also embrace their changing role in American society. Wal-mart, for example, began distributing breast...

27/3,K/6 (Item 6 from file: 16)  
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03527161 Supplier Number: 44944852  
**Customized Sales Pitches on Account Statements**  
American Banker, p16  
August 26, 1994  
Language: English Record Type: Abstract  
Document Type: Magazine/Journal; Trade

ABSTRACT:

Group 1 Software (Lanham, MD) is now offering Db-Links, an electronic document preparation system for producing **customized customer statements**. The system will use client-server technology on networks of personal computers. Db Links was actually developed by Archetype Systems (London), which is being acquired by Group 1. The software will help banks sell services customized to an individual customer's needs. The ability to print **customized messages** on **statements** will help banks replace the personal touch that has largely been lost as a result of automation.  
...

27/3,K/7 (Item 7 from file: 16)  
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03472322 Supplier Number: 44849104 (USE FORMAT 7 FOR FULLTEXT)

**MCI Partners: CNN and Penney**

Brandweek, v0, n0, p8

July 18, 1994

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Trade

Word Count: 284

... promo with 2 million inserts in August bills to small business customers; direct mail touting its latest technological capabilities to 250,000 business customers; and **advertising** in 10 to 15 major daily newspapers and technology trade publications.

Also under discussion is a TalkBack telephone debit card to promote the show.

**27/3,K/8 (Item 8 from file: 16)**

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02784545 Supplier Number: 43736226 (USE FORMAT 7 FOR FULLTEXT)

**Towers Perrin**

Business Insurance, p35

March 29, 1993

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Tabloid; Trade

Word Count: 282

... first installation, 1988; 120 total installations. Functions include comprehensive recordkeeping system which values accounts at any frequency, including daily; prospective compliance testing; customized standard and **ad hoc** reporting; check production with clients' checks; fully **customized statements**; integrated telephone and on-line access systems for inquiry and data entry, including loan and withdrawal modeling; stand-alone ADP/ACP projection and testing also...

**27/3,K/9 (Item 9 from file: 16)**

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02516465 Supplier Number: 43328027 (USE FORMAT 7 FOR FULLTEXT)

**A Must: Hire from Outside**

Travel Agent, p123

Sept 28, 1992

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Trade

Word Count: 373

... and advertise heavily. Send brochures to all corporate clients, and explain all your services in detail: computerization, insurance, WATS lines, and your ability to produce **promotional** materials, to **customize** documents and **bills**, and to provide services such as ground transport and audio/visual.

Meeting planning is extremely competitive. Don't get into it if you're not...

**27/3,K/10 (Item 10 from file: 16)**

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01059759 Supplier Number: 41174362 (USE FORMAT 7 FOR FULLTEXT)

**MANZANITA SOFTWARE SYSTEMS DEVELOPS INTERFACE FOR BUSINESSWORKS (R) AND NORTHEdge SOFTWARE'S TIMESLIPS (R) III**

News Release, p1

Feb 15, 1990

Language: English Record Type: Fulltext  
Document Type: Magazine/Journal; Trade  
Word Count: 528

... include:

- subtotals by project or matter
- several types of flat fees including absolute, minimum and maximum
- shows client fund activity with payments, withdrawals, and deposits

- **customizes bill messages**

on a per-client basis, and standardizes messages for all bills

InfoWorld gave Timeslips a 9.3 out of 10, commenting 4-1-timeslips is

...

**27/3,K/11 (Item 1 from file: 148)**

DIALOG(R)File 148:GALE GROUP TRADE & INDUSTRY DB  
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09830289 SUPPLIER NUMBER: 17762730 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**CSG Systems scores with Continental, U S West. (CSG Systems Inc.;  
Continental Cablevision Inc.; U S WEST Inc.)**

Ellis, Leslie

Multichannel News, v16, n43, p47(2)

Oct 23, 1995

ISSN: 0276-8593 LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 734 LINE COUNT: 00062

... S West liked CSG's "enhanced statement presentation" software, described by CSG's Pont as an add-on billing package that lets U S West **customized customer bills** with logos and marketing and **promotional messages**.

After mailing the first round of bills using the ESP system, U S West said calls to its customer service representatives "were significantly lower than..."

**27/3,K/12 (Item 2 from file: 148)**

DIALOG(R)File 148:GALE GROUP TRADE & INDUSTRY DB  
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09071671 SUPPLIER NUMBER: 18811324 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**P&G beauty business evolves. (Procter and Gamble Co.)**

Sloan, Pat

Chain Drug Review, v18, n17, p20(2)

Sep 23, 1996

ISSN: 0164-9914 LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 1010 LINE COUNT: 00077

... coupons.

The supplier also is said to be stepping up its use of coequity brand-building programs. Such efforts, in which a marketer foots the **bill** for **customized regional and local advertising** with retailers in an effort to promote both stores and brands, is gaining increasing popularity. P&G is expected to take the lead in the...

**27/3,K/13 (Item 3 from file: 148)**

DIALOG(R)File 148:GALE GROUP TRADE & INDUSTRY DB  
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08676757 SUPPLIER NUMBER: 18272241 (USE FORMAT 7 OR 9 FOR FULL TEXT)

RTOS selection must be made up front. (selecting a real-time operating system for General Instrument's CFT2200 set-top box) (Special Report on Embedded Systems) (Product Information)

Burkey, Bob; Thompson, Linda

Electronic Engineering Times, n900, p54(2)

May 6, 1996

ISSN: 0192-1541 LANGUAGE: English RECORD TYPE: Fulltext; Abstract  
WORD COUNT: 1922 LINE COUNT: 00160

... line of cable and satellite terminals that expands the definition of the set-top box.

For example, the CFT2200 allows the cable operator to target **specific subscribers** with **messages** about **bills**, program services and pay-per-view authorization. It also features an interactive program guide that provides seven days of program titles and details in user...

**27/3,K/14 (Item 4 from file: 148)**

DIALOG(R)File 148:GALE GROUP TRADE & INDUSTRY DB  
(c)1999 THE GALE GROUP. All rts. reserv.

08147241 SUPPLIER NUMBER: 17367515 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**The latest intelligence. (On-Line Analytical Processing software)**

Bird, Jane

Management Today, p52(3)

August, 1995

ISSN: 0025-1925 LANGUAGE: English RECORD TYPE: Fulltext; Abstract  
WORD COUNT: 2118 LINE COUNT: 00164

... pre-defined screens takes about four seconds. But if none of the screens exactly define the information users want, they can put together their own **ad hoc** enquiries and expect a response just as quickly. It had to be quick, says Wright. At first, off-the-cuff enquiries could take nine

...

**27/3,K/15 (Item 5 from file: 148)**

DIALOG(R)File 148:GALE GROUP TRADE & INDUSTRY DB  
(c)1999 THE GALE GROUP. All rts. reserv.

08004478 SUPPLIER NUMBER: 17114080 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Contractors, wholesalers fight back against retailers.**

Shutt, Craig A.

Contractor, v42, n6, p5(2)

June, 1995

ISSN: 0897-7135 LANGUAGE: English RECORD TYPE: Fulltext; Abstract  
WORD COUNT: 1021 LINE COUNT: 00085

... 2) to explain the breadth of products offered by the industry.

A test of that campaign was performed in Wisconsin in September 1994, using billboards, **customized statement**-stuffers and newspaper **advertising** (see Oct. 1994, p. 14). The results, while not overwhelming, were encouraging enough to expand into the national event for this year and 1996, said...

**27/3,K/16 (Item 6 from file: 148)**

DIALOG(R)File 148:GALE GROUP TRADE & INDUSTRY DB  
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07940626 SUPPLIER NUMBER: 17090204 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Bell & Howell names Ben L. McSwiney President and Chief Executive Officer of its Mail Processing Systems Business.**

Business Wire, p6201269

June 20, 1995

LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
WORD COUNT: 299 LINE COUNT: 00028

... high-volume mail processing products and services. Increasingly software-driven, these systems perform a broad range of processing functions as well as enable companies to **customize** routine **mailings**, such as **billing** and **account statements**, by including targeted **promotional** literature and other marketing information.

Bell & Howell Company, headquartered in Skokie, is a leading provider of solutions for information access and dissemination. Revenues in 1994...

27/3,K/17 (Item 7 from file: 148)  
DIALOG(R)File 148:GALE GROUP TRADE & INDUSTRY DB  
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07863137 SUPPLIER NUMBER: 16864399 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Bell & Howell names Riner UMI president and CEO, announces retirement of Mail Processing Systems president and CEO Stirling.**  
Business Wire, p5171145  
May 17, 1995  
LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
WORD COUNT: 476 LINE COUNT: 00049

... high-volume mail processing products and services. Increasingly software-driven, these systems perform a broad range of processing functions as well as enable companies to **customize** routine **mailings**, such as **billing** and **account statements**, by including targeted **promotional** literature and other marketing information.

Bell & Howell Company, headquartered in Skokie, Ill., is a leading provider of solutions for information access and dissemination. Revenues in  
...

27/3,K/18 (Item 8 from file: 148)  
DIALOG(R)File 148:GALE GROUP TRADE & INDUSTRY DB  
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075557378 SUPPLIER NUMBER: 16370428 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**How to survive a store remodel. (Store Operations)**  
Volk, David  
Building Supply Home Centers, v167, n4, p49(3)  
Oct, 1994  
ISSN: 0890-9008 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT; ABSTRACT  
WORD COUNT: 1902 LINE COUNT: 00142

... out. If you just start work and they come in, they will say, 'This isn't so bad.'"

Russell Do-it center opted to notify **customers** through **direct** mail, **statement** stuffers, newspaper **ads**, billboards and a six-month **radio ad** campaign. It allowed the company to capitalize on the same sense of curiosity that prompts most people to slow down and look when they walk  
...

27/3,K/19 (Item 9 from file: 148)  
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07541908 SUPPLIER NUMBER: 15778417 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Garlic for tax vampires: independent contractors. (tax laws employment status of independent contractors) (Brief Article)**  
Inc., v16, n10, p122(1)  
Oct, 1994  
DOCUMENT TYPE: Brief Article ISSN: 0162-8968 LANGUAGE: ENGLISH  
RECORD TYPE: FULLTEXT  
WORD COUNT: 265 LINE COUNT: 00021

... 1099s, copies of the drivers' tax forms.

\* Oil and gas receipts, to demonstrate that the drivers, as owner/operators, paid those expenses themselves.

\* Business cards, **personalized invoices**, and **advertisements** drivers had placed. Doe even accepted **promotional pens**.

27/3,K/20 (Item 10 from file: 148)  
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06719522 SUPPLIER NUMBER: 14506905 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Compensation workshops. (AMA's HR Conference Zooms in on Sweeping Compensation and Benefits Changes)**  
Bennett, Linda  
Compensation and Benefits Review, v25, n4, p50(1)  
July-August, 1993  
ISSN: 0886-3687 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT; ABSTRACT  
WORD COUNT: 520 LINE COUNT: 00046

... information to executives, managers and employees?  
\* Determine your media. Examples: audiovisual (videotapes and telecommunication); print (brochures and compensation manuals); electronic (kiosks, interactive computer programs and **personalized compensation statements**); and personal meetings. "The most effective communication plans require human interaction and **personalized messages**," Rubino stressed. "Computer-based media are great, but they should never be used as a substitute for face-to-face interaction."  
\* Conduct your sessions. Explain...

27/3,K/21 (Item 11 from file: 148)  
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06712271 SUPPLIER NUMBER: 14417621 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**IBAA Bancard offers alternatives to 1,500 community banks. (wholesale bank credit cards) (Leaders of the Bank Card Business)**  
Sullivan, Deidre  
American Banker, v158, n181, p11A(1)  
Sept 21, 1993  
ISSN: 0002-7561 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT; ABSTRACT  
WORD COUNT: 858 LINE COUNT: 00066

... it wants to offer its own customer service or rely on 800-number calls to the processing centers. Ms. Echard added that banks may print **customized messages** on the **bills** and insert cross-selling materials.  
Mr. Westervelt, the consultant, the risk of loss is a said the risk of loss is a major reason community...

27/3,K/22 (Item 12 from file: 148)  
DIALOG(R)File 148:GALE GROUP TRADE & INDUSTRY DB  
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06494834 SUPPLIER NUMBER: 13186225 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Targeted before tailored. (targeted newspapers will debut before tailored newspapers)**  
Consoli, John  
Editor & Publisher, p24(1)  
June 19, 1993  
ISSN: 0013-094X LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT; ABSTRACT  
WORD COUNT: 589 LINE COUNT: 00047

...ABSTRACT: Tailored newspapers, on the other hand, are subscriber-based; readers receive only those sections of the newspaper they order. The imminent introduction of the Standard **Advertising Invoice** will make the **tailored** newspaper more accessible to advertisers. In the meantime the NAA is developing a one-order, one-bill network.

27/3,K/23 (Item 13 from file: 148)  
DIALOG(R)File 148:GALE GROUP TRADE & INDUSTRY DB  
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06490429 SUPPLIER NUMBER: 14039380 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Customize your cross-sell. (statement-based bank marketing)**  
Morrall, Katherine  
Bank Marketing, v25, n3, p14(4)  
March, 1993  
ISSN: 0888-3149 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT; ABSTRACT  
WORD COUNT: 2505 LINE COUNT: 00197

... flexible formatters and expects this figure to double every year for the next four years.

Flexible formatting software allows banks to introduce graphics into the **statement** and to **personalize statements with special messages**. Information can be placed in a variety of formats in virtually any location on a page. The software includes capabilities for multiple fonts, shading, and...

27/3,K/24 (Item 14 from file: 148)  
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06438442 SUPPLIER NUMBER: 13607906 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Tailored clothing firms hit jackpot at MAGIC; business reported strong for both suits and sports coats. (Men's Apparel Guild in California)**  
Nelson, Alexandra  
Daily News Record, v23, n64, p6(1)  
April 5, 1993  
ISSN: 0162-2161 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT; ABSTRACT  
WORD COUNT: 663 LINE COUNT: 00049

... said Kurtzman.

In addition to sport coats, Kurtzman said that separate vests with textures have also been big sellers.

Alvin Kohn, president of PBM's **Bill Blass Tailored Clothing**, said that MAGIC is usually a big show for **promotional** suits but that this time he saw a marked increase in sport coat sales. "We have a nice share of the sport coat business, with..."

27/3,K/25 (Item 15 from file: 148)  
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06097742 SUPPLIER NUMBER: 12417854 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**A Nirvana for marketers: data sharing. (inter-industry sharing) (Column)**  
Grover, Eric  
American Banker, v157, n137, p4(1)  
July 17, 1992  
DOCUMENT TYPE: Column ISSN: 0002-7561 LANGUAGE: ENGLISH  
RECORD TYPE: FULLTEXT; ABSTRACT  
WORD COUNT: 1357 LINE COUNT: 00118

... offers.

Matching consumer relationships and data across industries also presents interesting opportunities to piggyback existing communications, for example inserting airline coupons in utility or phone **bills**, or **tailoring advertisements** to specific groups or cable television subscribers.

Many companies that own and process consumer data bases are competitors. This does not mean, however, that they...

27/3,K/26 (Item 16 from file: 148)  
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05927785 SUPPLIER NUMBER: 12374287 (USE FORMAT 7 OR 9 FOR FULL TEXT)

Check imaging: **miracle worker in the bank operations sector. (Industry Overview)**

Berger, Stephanie

Bottomline, v9, n2, p22(3)

March-April, 1992

DOCUMENT TYPE: Industry Overview ISSN: 0740-5464 LANGUAGE:

ENGLISH RECORD TYPE: FULLTEXT

WORD COUNT: 1228 LINE COUNT: 00102

... design statements to meet the unique needs of their customers:

\* Scale the size of check images up or down, depending on target market segment.

\* Use **advertising** images to direct information to **specific customer** groups.

\* Create **customized statement** forms by using different fonts, shading, and borders.

\* Use foreign languages in advertising messages.

"Ridgewood Savings Bank will be able to tailor the image service...

**27/3,K/27 (Item 17 from file: 148)**

DIALOG(R)File 148:GALE GROUP TRADE & INDUSTRY DB

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05875673 SUPPLIER NUMBER: 12107559 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**M&I's strategy: national data banking. (M and I Data Services Inc.; includes related article)**

Svare, J. Christopher

Bank Management, v68, n2, p16(4)

Feb, 1992

ISSN: 1049-1775 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT; ABSTRACT

WORD COUNT: 2308 LINE COUNT: 00188

... themselves-but one not dependent on using the integrated banking system-is by using Custom Statement Formatter, an M&I software product that generates unique, **customized statement** formats. The product enables banks and other companies to create any number of statement types by product, customer, banking office or other criteria. Formats are designed online via user-defined parameters and output definitions. It also enables users to print **tailored marketing messages** to target customers, and-utilizing laser printers-to add logos, shading and graphics.

A wide range of companies, in and out of banking, have purchased...

**27/3,K/28 (Item 18 from file: 148)**

DIALOG(R)File 148:GALE GROUP TRADE & INDUSTRY DB

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05575268 SUPPLIER NUMBER: 11780019 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Going direct. (banks' use of direct mail)**

Turner, James E.

Bank Marketing, v23, n12, p29(3)

Dec, 1991

ISSN: 0888-3149 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT; ABSTRACT

WORD COUNT: 1521 LINE COUNT: 00113

... increase, growing from an average of 10% in 1985 to 29% in 1991.  
Statement Enclosure Usage

For 1990, the Analysis also measured the use of **statement enclosures direct to customers**, as contrasted to full direct mailings. Almost all banks - 87% to 100% depending on asset size - were using cost-efficient enclosures in statements for **promotional** purposes. For 1991, this figure is expected to increase to 91% to 100% of all banks.

When asked about the number of statement enclosures they...

27/3,K/29 (Item 19 from file: 148)  
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05218914 SUPPLIER NUMBER: 10838757 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**More from America East: new exhibitors at the annual spring newspaper operations conference. (America East Newspaper Operations Conference)**  
Rosenberg, Jim  
Editor & Publisher, v124, n21, p34(5)  
May 25, 1991  
ISSN: 0013-094X LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
WORD COUNT: 3809 LINE COUNT: 00309

... from Multi-Ad Services Inc., the Des Moines, Iowa, company distributes the EzAd classified system from SkySail Software.

SkySail checks credit, finds, schedules and sorts ads according to edition, typesets them without coding, and computes the charges and creates the bills. It also prepares management reports (in customized, saved formats), handles account statements and aging, offers a built-in form letter generator and can print mailing labels. Rates, styles, categories and accounting preferences are easily customized by the...

27/3,K/30 (Item 20 from file: 148)  
DIALOG(R)File 148:GALE GROUP TRADE & INDUSTRY DB  
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04859693 SUPPLIER NUMBER: 09093470 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Sears Travel expands into D.C. area. (Sears Vacation Travel)**  
Spritzer, Dinah A.  
Travel Weekly, v49, n91, p8(1)  
Nov 12, 1990  
ISSN: 0041-2082 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
WORD COUNT: 410 LINE COUNT: 00033

... general public in Pittsburgh and Chicago, with two more cities to be tested by the end of 1990, according to president Martin Hanaka.

SVT's promotional efforts include enclosing inserts into Sears credit card customers' bills, sending direct-mail material and advertising in regional newspapers.

The firm's services are available only through a tollfree number. Explaining the structure of SVT, Hanaka said, "We're a travel..."

27/3,K/31 (Item 21 from file: 148)  
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04852388 SUPPLIER NUMBER: 08986446 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**CPA's attitudes toward advertising and its professionalism.**  
Hodge, Thomas G.; Brown, Michael H.; Lumpkin, James R.  
Akron Business and Economic Review, v21, n3, p20(9)  
Fall, 1990  
ISSN: 0044-7048 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
WORD COUNT: 3392 LINE COUNT: 00280

... are not based on verifiable facts.

2. Comparisons with other CPAs that are not based on verifiable facts.

3. Testimonials or endorsements.

Solicitation differs from advertising in that it generally refers to direct contact with the (potential) client as opposed to advertising, which is not directed toward a specific client. An example of solicitation is a direct mailing to clients.

Statements were included in the survey in an effort to determine the level of agreement or disagreement between the AICPA Code of Ethics and attitudes of the respondents. Respondents were asked if words such as

"aggressive" should be used in **advertisements** ; 76 percent disapproved. In contrast, only 60 percent of the respondents disapproved of using words such as "imaginative," "resourceful," and "creative." When asked if an **advertisement** should be used that states, "if the nonclient's current CPA firm is not providing adequate service, then call our firm," 73 percent of the respondents disapproved. In addition, 78 percent of the respondents disapproved of using **advertisements** with testimonials. A large majority of the respondents appear to be in agreement with the AICPA's position on **advertising** . One interesting observation involves the disapproval rate for using the word "aggressive" as compared with using the words "imaginative," "resourceful," and "creative." It

27/3,K/32 (Item 22 from file: 148)  
DIALOG(R)File 148:GALE GROUP TRADE & INDUSTRY DB  
(c)1999 THE GALE GROUP. All rts. reserv.

04574277 SUPPLIER NUMBER: 08974997 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Wyse Direct plays prodigy role well.**  
Mooney, Barbara  
Crain's Cleveland Business, v11, n10, p9(1)  
March 5, 1990  
ISSN: 0197-2375 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
WORD COUNT: 733 LINE COUNT: 00057

... Dayton-based joint venture of Seiko Time Corp. and Mead Corp. which makes color copiers.

Mr. Grigg said those companies also are clients of Wyse **Advertising** and that the direct marketing unit landed them through its affiliation with the agency. Wyse **Direct** secured another **client** , Bill Knapp's, a restaurant company based in Battle Creek, Mich., on its own. The unit now has four major clients.

Mr. Grigg described Wyse Direct...

27/3,K/33 (Item 23 from file: 148)  
DIALOG(R)File 148:GALE GROUP TRADE & INDUSTRY DB  
(c)1999 THE GALE GROUP. All rts. reserv.

04541806 SUPPLIER NUMBER: 08261606 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**DacEasy Accounting. (Software Review) (one of five evaluations of low-end accounting software) (DacEasy Inc.) (evaluation)**  
August, Raymond A.; Quiring, Danette F.  
PC Magazine, v9, n7, p207(3)  
April 10, 1990  
DOCUMENT TYPE: evaluation ISSN: 0888-8507 LANGUAGE: ENGLISH  
RECORD TYPE: FULLTEXT; ABSTRACT  
WORD COUNT: 1114 LINE COUNT: 00093

... cash balance, credit limit, and recommendations for special treatment are displayed. This feature is also available in the Accounts Payable and Purchasing modules.

While printing **statements** , you can create **customized messages** based on the age of the invoices. Statement codes will help determine which statements are printed. As in the Accounts Payable and Inventory modules, DacEasy...

27/3,K/34 (Item 24 from file: 148)  
DIALOG(R)File 148:GALE GROUP TRADE & INDUSTRY DB  
(c)1999 THE GALE GROUP. All rts. reserv.

03851937 SUPPLIER NUMBER: 07253329 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Buyer's guide: expanded listings. (includes chart that lists product features) (buyers guide)**  
Bell, John  
Personal Computing, v13, n1, p187(14)  
Jan, 1989

DOCUMENT TYPE: buyers guide      ISSN: 0192-5490      LANGUAGE: ENGLISH  
RECORD TYPE: FULLTEXT; ABSTRACT  
WORD COUNT: 7447      LINE COUNT: 00625

... the accounting of 99 company divisions with consolidated general ledger, or up to 1,296 different companies. The general ledger produces user-defined journals, standard **financial statements**, and **customized reports**. The general ledger can be used by itself or with any of nine stand-alone modules, each producing its own audit trail. Program updates are free within 90 days of purchase; otherwise, the cost varies depending on update's content and scope. **ADS SOFTWARE, INC.** PO Box 13686 Roanoke, VA 24036 (703) 344-6818 (800) 672-4422

ADS Business Software 8.0

General Ledger: \$395

ADS Business Software...

**27/3,K/35 (Item 25 from file: 148)**

DIALOG(R)File 148:GALE GROUP TRADE & INDUSTRY DB  
(c)1999 THE GALE GROUP. All rts. reserv.

03321665      SUPPLIER NUMBER: 05198913      (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Customized editorial: pros and cons.**

Calabrese, Jerry

Folio: the Magazine for Magazine Management, v16, p115(4)

Sept, 1987

ISSN: 0046-4333      LANGUAGE: ENGLISH      RECORD TYPE: FULLTEXT

WORD COUNT: 3288      LINE COUNT: 00266

... personalization looks like a great way to increase advertising efficiency and sales.

To circulation directors who have used the process to deliver, with their magazines, **tailored renewal offers** and **bills** to expiring readers at specific times in their subscription service, personalization looks like the greatest direct marketing tool since the post office.

And to production...

**27/3,K/36 (Item 1 from file: 636)**

DIALOG(R)File 636:GALE GROUP NEWSLETTER DB(TM)  
(c) 1999 THE GALE GROUP. All rts. reserv.

03528213      Supplier Number: 47288647      (USE FORMAT 7 FOR FULLTEXT)

**TELESMART DEVELOPMENTS: Telesmart launches BACWAY Fax for automated mailing distribution**

M2 Presswire, pN/A

April 11, 1997

Language: English      Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 375

... to BT, who forward these to recipients by fax overnight, in a format agreed with the sender. This can range from a standard letterhead, to **tailored documents for invoices** or **promotional campaigns**. Once a document template is set up with BT, the user only pays distribution charge.

The EDI-to-Fax service is capable of sending...

**27/3,K/37 (Item 2 from file: 636)**

DIALOG(R)File 636:GALE GROUP NEWSLETTER DB(TM)  
(c) 1999 THE GALE GROUP. All rts. reserv.

03103370      Supplier Number: 46348775      (USE FORMAT 7 FOR FULLTEXT)

**Amex matches marketing to customer spending habits**

Bank Marketing International, n71, pN/A

May 1, 1996

Language: English      Record Type: Fulltext

Document Type: Newsletter; Trade  
Word Count: 385

(USE FORMAT 7 FOR FULLTEXT)

TEXT:

AMERICAN EXPRESS is **customising** cardholder **bills** in the UK with **promotional offers** tailored to match the spending habits of individual customers.

**27/3,K/38 (Item 3 from file: 636)**

DIALOG(R)File 636:GALE GROUP NEWSLETTER DB(TM)  
(c) 1999 THE GALE GROUP. All rts. reserv.

02860335 Supplier Number: 45801819 (USE FORMAT 7 FOR FULLTEXT)

**Williams allowed to pass through taxes**

Gas Daily, pN/A

Sept 20, 1995

Language: English Record Type: Fulltext

Document Type: Newsletter; Trade

Word Count: 301

(USE FORMAT 7 FOR FULLTEXT)

TEXT:

In a decision that could raise rates for some Midwestern and Rockies shippers, FERC granted Williams Natural Gas' request to **direct bill** its **customers** for the **ad valorem** taxes it paid to Wyoming and Colorado.

**27/3,K/39 (Item 4 from file: 636)**

DIALOG(R)File 636:GALE GROUP NEWSLETTER DB(TM)  
(c) 1999 THE GALE GROUP. All rts. reserv.

02600894 Supplier Number: 45260839 (USE FORMAT 7 FOR FULLTEXT)

**National Networks Cirrus-Does It Belong In A Bank Or In A Garage?**

Bank Network News, pN/A

Jan 12, 1995

Language: English Record Type: Fulltext

Document Type: Newsletter; Trade

Word Count: 923

... the Cirrus name recognition. Unlike its competitor Plus, whose new owner Visa has sponsored national television commercials extolling the value of Plus, Cirrus does little **advertising** aimed directly at consumers. Rather, Cirrus sponsors promotions that its members turn around and **direct** at **consumers**, including **statement** stuffers, branch office posters and other in-bank **advertisements**. The one exception has been a series of travel-related efforts to advertise Cirrus in in-flight airline magazines and other publications directed at frequent...

**27/3,K/40 (Item 5 from file: 636)**

DIALOG(R)File 636:GALE GROUP NEWSLETTER DB(TM)  
(c) 1999 THE GALE GROUP. All rts. reserv.

02493855 Supplier Number: 45006867 (USE FORMAT 7 FOR FULLTEXT)

**Mobile Innovations makes digital phones cheaper and easier to buy than analogue**

M2 Presswire, pN/A

Sept 21, 1994

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 585

... there are fewer dropped calls and much less interference, giving excellent call clarity. "By selling direct to the customers of Innovations' products we can cut **advertising**, handling costs and pass these savings on to our customers. "In fact, we are selling mobile digital handsets at the

same cost or cheaper than...

...said. As well as selling handsets, Service Providers will also sign customers onto the network, operate dealer and customer training as well as support and bill customers direct. Vodafone is building and operating Australia's newest mobile digital telephone network. With mobile digital, customers are enjoying more secure and better quality mobile communications

...

27/3,K/41 (Item 6 from file: 636)

DIALOG(R)File 636:GALE GROUP NEWSLETTER DB(TM)  
(c) 1999 THE GALE GROUP. All rts. reserv.

01595522 Supplier Number: 42407976 (USE FORMAT 7 FOR FULLTEXT)

EFFICIENCY: RESIDENTIAL CONSERVATION PROGRAMMES FOR THE ELDERLY: MARKETING TECHNIQUES AND ORGANIZATIONAL STRUCTURES, Linda Berry and Martin Schweitzer, --Energy Policy--, 19 (6), July/August 1991, 596-606 (article).

Alternative Energy Digests, v2, n10, pN/A  
Oct, 1991

Language: English Record Type: Fulltext  
Document Type: Newsletter; Trade  
Word Count: 136

(USE FORMAT 7 FOR FULLTEXT)

TEXT:

...39 U.S. energy conservation programs for the elderly show effective marketing approaches to induce participation include interagency networking, presentations and referrals, word-of-mouth advertising by satisfied clients, and direct mail and bill inserts to advertise program services. Even more important than specific marketing techniques are the degree of trust potential clients have in the sponsoring organizations and...

27/3,K/42 (Item 1 from file: 47)

DIALOG(R)File 47:GALE GROUP MAGAZINE DB(TM)  
(c) 1999 THE GALE GROUP. All rts. reserv.

03152193 SUPPLIER NUMBER: 06827455 (USE FORMAT 7 OR 9 FOR FULL TEXT)

Bring Harmony to your books. (with more than a dozen modules, Open Systems' Harmony integrated accounting program can automate an office on any budget) (Software Review) (The Price Waterhouse Report) (evaluation)  
Dauphinais, G. William; August, Ray A.; Kneitel, Edward M.; Lee, Timothy J.  
PC Magazine, v7, n14, p327(10)  
Aug, 1988

DOCUMENT TYPE: evaluation ISSN: 0888-8507 LANGUAGE: ENGLISH

RECORD TYPE: FULLTEXT; ABSTRACT

WORD COUNT: 4532 LINE COUNT: 00361

... and telephone number and can be used for the current period or periods at 30, 60, 90 and 120 days.

Another nice feature lets you personalize the statements printed for your customers. You can include detailed or balanced forward information, aging information, finance charge rates, and year-to-date finance charges. You can also add customized messages --even different messages for delinquency levels of 30, 60, or 90 days.

INVENTORY

The Inventory module can stand on its own or be integrated with...

27/3,K/43 (Item 1 from file: 275)

DIALOG(R)File 275:GALE GROUP COMPUTER DB(TM)  
(c) 1999 THE GALE GROUP. All rts. reserv.

01439886 SUPPLIER NUMBER: 10941356 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
Powerful accounting. (Software Review) (Hooper International's Takin' Care

of Business accounting software) (evaluation)

Gilliland, Steve

PC Sources, v2, n7, p313(1)

July, 1991

DOCUMENT TYPE: evaluation ISSN: 1052-6579

LANGUAGE: ENGLISH

RECORD TYPE: FULLTEXT; ABSTRACT

WORD COUNT: 822 LINE COUNT: 00069

... funds reports.

Accounts receivable automatically calculates sales tax, finance charges, and user-defined discounts. It provides for a customer credit limit. Address labels, window envelope **statements**, **personalized messages**, and **invoices** are automatically generated for preprinted forms or plain paper. Ten accounts receivable reports include aging, schedule of receivables, and balance forward statements.

Accounts payable is...

SYSTEM:OS - DIALOG OneSearch  
File 674:COMPUTER NEWS FULLTEXT 1989-1999/DEC W2  
(c) 1999 IDG COMMUNICATIONS  
File 15:ABI/INFORM(R) 1971-1999/Dec 15  
(c) 1999 Bell & Howell  
File 624:MCGRAW-HILL PUBLICATIONS 1985-1999/DEC 29  
(c) 1999 MCGRAW-HILL CO. INC  
File 9:BUSINESS & INDUSTRY(R) JUL/1994-1999/DEC 24  
(c) 1999 RESP. DB SVCS.  
File 612:JAPAN ECONOMIC NEWSWIRE(TM) 1984-1999/DEC 27  
(c) 1999 KYODO NEWS  
File 635:Business Dateline(R) 1985-1999/Nov 17  
(c) 1999 Bell & Howell  
File 484:Periodical Abstracts Plustext 1986-1999/Nov W3  
(c) 1999 Bell & Howell  
File 647:CMP COMPUTER FULLTEXT 1988-1999/DEC W2  
(c) 1999 CMP  
File 696:DIALOG TELECOM. NEWSLETTERS 1995-1999/DEC 28  
(c) 1999 THE DIALOG CORP.  
File 810:Business Wire 1986-1999/Feb 28  
(c) 1999 Business Wire

Set Items Description

--- -----

?ds

Set Items Description  
S1 1383460 STATEMENT? ? OR LETTER? ? OR (BILL OR BILLS) (NOT 10N) (HOUSE  
OR SENATE OR HR OR CLINTON OR LEGISLAT?) OR INVOICE? ? OR (M-  
ONTLY OR BANK OR FINANCIAL OR BILLING OR ACCOUNT OR UTILITY)-  
(2N) (STATEMENT? ? OR MAILING?)  
S2 808435 AD OR ADS OR ADVERT? OR (SPECIAL OR PROMOTIONAL OR PRODUCT-  
) (3W) (ANNOUNCEMENT? OR NOTICE? OR MESSAGE? OR INCENTIVE? OR O-  
FFER? ? OR PROMOTION?) OR INFORMATION?(2W)MESSAGE?  
S3 947290 CUSTOMI? OR TAILOR? OR PERSONALIZ? OR PERSONALIS? OR TARGE-  
T? OR (CUSTOMER? OR CLIENT? ? OR CONSUMER? OR SUBSCRIBER? OR -  
SHOPPER?) (2N) (SPECIFIC OR DIRECT OR DIRECTED OR VARIABLE(1W) (-  
INFORMATION OR DATA))  
S4 9051 S3(2W) (OFFER? ? OR MESSAGE? ? OR PROMOTION?)  
S5 914010 DATABASE? OR DATA() (BASE? ? OR BANK? ?) OR DATA()WAREHOUS?  
OR DATABANK? OR FILE OR FILES OR DATAWAREHOUS?  
S6 812040 S2 OR S4  
S7 61 S1(5N)S3(S)S6(S)S5  
S8 60 RD (unique items)  
S9 43 S8 NOT PD=>970415

9/3,K/1 (Item 1 from file: 15)  
.DIALOG(R)File 15:ABI/INFORM(R)  
(c) 1999 Bell & Howell. All rts. reserv.

01422015 00-73002

**Databases put the direct in direct marketing**

Klitsch, Jay  
Marketing Health Services v17n1 PP: 4-7 Spring 1997  
ISSN: 0737-3252 JRNL CODE: JHC  
WORD COUNT: 1732

...TEXT: even seminars and direct sales, be integrated into an overall strategic program that is based on a marketing database.

Customized Campaigns

With information from the **database**, marketers can create customized communications that drive a successful direct marketing campaign. **Letter copy** can be **personalized** to fit the needs of the consumer, for example, by referring to his or her transaction or purchase history. The marketer could also customize the product's benefits configuration to meet individual needs. Or people who have recently purchased a specific product can be targeted with a **special promotion**, timed to coincide with their projected needs.

These are not gimmicks. They are proven, effective, and measurable techniques that increase response and drive sales. In...

9/3,K/2 (Item 2 from file: 15)  
.DIALOG(R)File 15:ABI/INFORM(R)  
(c) 1999 Bell & Howell. All rts. reserv.

01415296 00066283

**Market of one: Ready, aim, sell!**

Foley, John  
Informationweek n618 PP: 34-44 Feb 17, 1997  
ISSN: 8750-6874 JRNL CODE: IWK  
WORD COUNT: 2815

...TEXT: market of one."

To do this, the charge-card company is rolling out an innovative marketing program it calls CustomExtras. The program uses a new **data warehouse** and other information technology to add **personalized offers** and **messages** to the **invoices** of selected cardholders.

American Express' goal: to convince its customers to rack up even more charges on their cards-and to reward them for doing...DB2 relational database software. That database draws data from Quantum and uses it to track purchases, rewards, and promotions, and to manage the printing of **billing statements** with **customized offers** and **messages**. The **database** is capable of supporting hundreds of millions of promotions. "We can target specific **offers** to specific customers based on their spending patterns," says executive VP Kelly.

(Photograph Omitted)

Captioned as: Similar thinking: At FedEx, it's hard to tell...

9/3,K/3 (Item 3 from file: 15)  
.DIALOG(R)File 15:ABI/INFORM(R)  
(c) 1999 Bell & Howell. All rts. reserv.

01270290 99-19686

**401(k) assets climb survey analyzes market**

Anonymous  
Employee Benefit Plan Review v51n1 PP: 60 Jul 1996

ISSN: 0013-6808 JRNL CODE: EBP  
WORD COUNT: 521

...TEXT: The report predicts that coming advances include interactive voice systems with functionality similar to human customer service representatives; plan sponsor access to plan and participant **data bases**, making possible the creation of **ad hoc** reports; participant access via computer to the same information now available through telephone voice response systems; enhanced computerto-computer vendor data interchange; mass **customization** of participant **statements**; and further advances in paperless processing.

The Update also predicts that the movement to total benefits outsourcing "has the potential to cause major shifts in..."

9/3,K/4 (Item 4 from file: 15)  
DIALOG(R)File 15:ABI/INFORM(R)  
(c) 1999 Bell & Howell. All rts. reserv.

01257895 99-07291

**A dozen ways to wreck your fulfillment!**

Anonymous  
Target Marketing v19n7 PP: 22 Jul 1996  
ISSN: 0889-5333 JRNL CODE: ZIR  
WORD COUNT: 419

...TEXT: managing your back end. 1. Offer material that you don't actually have on hand yet. Prepare your fulfillment materid ahead of time. Don't **advertise** your products until you know you can deliver. Don't offer premiums or information pieces until you have them on the shelf. 2. Provide reply...

... you now?" 4. Fulfill with confusing material such as printed folders containing information about an entire line without highling the specific informaion requested. Send a **personalized letter** with direct reference both to source of inquiry and to the specific product of interest. 5. Spend big money to get each inquiry, then send...

... Fail to follow-up regularly by mail, phone and/or in person. Remember, prospects often inquire long before they buy. 9. Fail to build a **database** of responders contcig everyting you know about them Learn all you can about the charaderistics of these qualified prospects. Use and profit from the **data base** you can develop. 10. Ignore new techniques such as FAX and online computer service that can potentidly improve fulfillment speed or cut costs. Get expert...

9/3,K/5 (Item 5 from file: 15)  
DIALOG(R)File 15:ABI/INFORM(R)  
(c) 1999 Bell & Howell. All rts. reserv.

01176830 98-26225

**Small databases, big opportunities**

Moritz, Joshua  
Target Marketing v19n3 PP: 32-36 Mar 1996  
ISSN: 0889-5333 JRNL CODE: ZIR  
WORD COUNT: 1617

...TEXT: to qualify themselves either through a business reply card (BRC) or inbound telephone call.

The intent, as the chart shows, is not only to provide **personalized letters**, but **messages personalized** to groupings of people with like needs. Utilizing today's off-the-shelf technology means that even small **databases** can drive these types of programs.

While the steps outlined in this story greatly simplify the planning

involved in developing a database program, it should...

**9/3,K/6 (Item 6 from file: 15)**

DIALOG(R)File 15:ABI/INFORM(R)  
(c) 1999 Bell & Howell. All rts. reserv.

01112616 97-62010

**The smart way to use data**

Orr, Alicia  
Target Marketing v18n10 PP: 44, 50+ Oct 1995  
ISSN: 0889-5333 JRNLD CODE: ZIR  
WORD COUNT: 1798

...TEXT: For instance, he explains, it's not necessary to say "Happy 47th Birthday!" Instead just say "Happy Birthday!"

Marketers should use the information in their **database** as a guide to **tailor messages** --without using specific **information** in the **message**. Melissa Hansen, vice president, IQ-Intelligent Marketing Systems, Minneapolis, MN, uses the example of a company planning a **promotional** marketing effort targeting its best customers. The **database** shows that Jane Smith has purchased Product A on May 2 for \$29.95 and bought Product B on June 15 for \$34.95 and Product C on July 5 for \$25.95...A **targeted letter** addressed to her might say:

Dear Jane:

We would like to thank you for being one of our favored customers.

As you have recently ordered...

**9/3,K/7 (Item 7 from file: 15)**

DIALOG(R)File 15:ABI/INFORM(R)  
(c) 1999 Bell & Howell. All rts. reserv.

01105393 97-54787

**Outsourcing refocuses marketing's role**

Morrall, Katherine  
Bank Marketing v27n10 PP: 40-44 Oct 1995  
ISSN: 0888-3149 JRNLD CODE: BNM  
WORD COUNT: 2786

...TEXT: functions that don't relate directly to their business," says Stanley W. Makson, senior vice president of business development for GE Capital Credit Services.

With **statement** inserting, banks can **target market messages** to specific customer segments. The bank transmits a copy of its customer statement **file** to GE Capital with a list of screening criteria. Makson says GE Capital can program up to 75 criteria. For example, a bank might want...

**9/3,K/8 (Item 8 from file: 15)**

DIALOG(R)File 15:ABI/INFORM(R)  
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01080606 97-30000

**Marketing of consumer credit services in a developing country: A status report**

Bilgin, Zeynep; Yavas, Ugur  
International Journal of Bank Marketing v13n5 PP: 31-36 1995  
ISSN: 0265-2323 JRNLD CODE: IJB  
WORD COUNT: 3570

...TEXT: 1994, the rates quoted by banks ranged from 6 per cent to 15 per cent per month (Dedeayir, 1994).

## Promotion methods

All the banks used **advertising** and seven banks personal selling in promoting their consumer credit services. However, only one bank had a comprehensive promotion plan. The most frequently employed **advertising** media by the banks were point of purchase displays/brochures/ posters (11 banks) and direct mail (nine banks). TV, radio commercials and print media **advertising** were used by seven banks. Some banks also had co-operative arrangements with retailers mainly for cars and white goods. For instance, Tutunbank and Disbank...

... Mazda, Isbank with Tofas cars, Mazda and Metro washing-machines. In direct mail, banks typically targeted their own preferred customers. However, one bank also sent **personalized letters** to a group of customers whose list it had obtained from a **databank** (mailing list) company.

The type of information included in various advertising media was restricted to interest rate and prepayment penalty. In their advertisements, few banks...

### 9/3,K/9 (Item 9 from file: 15)

DIALOG(R)File 15:ABI/INFORM(R)  
(c) 1999 Bell & Howell. All rts. reserv.

01071076 97-20470

**The ties that bind**

Mitchell, Alan

Management Today PP: 60-64 Jun 1995

ISSN: 0025-1925 JRNL CODE: MTO

WORD COUNT: 2543

...TEXT: all their customers. Among the latest American Express initiatives is 'relationship billing'. Using sophisticated IT to interrogate its detailed database of customer transactions, the relationship **bill** includes specially generated and **targeted offers** along with the monthly demand for money. If the cardholder eats frequently at a certain restaurant Amex may, for example, offer them 'a bottle of...

### 9/3,K/10 (Item 10 from file: 15)

DIALOG(R)File 15:ABI/INFORM(R)  
(c) 1999 Bell & Howell. All rts. reserv.

01009069 96-58462

**Window on the interactive future**

Robins, Gary

Stores v77n4 PP: 57-58 Apr 1995

ISSN: 0039-1867 JRNL CODE: STR

WORD COUNT: 973

...TEXT: perform interactive services such as free estimates over the network.

Canada Post will offer electronic mail and database services. A small retailer for example, could **target** a multimedia **promotional letter** to residents of particular neighborhood. Users will be notified they have e-mail by way of red light on the set-top box, and will...

### 9/3,K/11 (Item 11 from file: 15)

DIALOG(R)File 15:ABI/INFORM(R)  
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00826323 94-75715

**A database of spendthrifts**

Anonymous

Forbes ASAP Supplement PP: 46 Feb 28, 1994  
ISSN: 0015-6914 JRNLD CODE: FBR  
WORD COUNT: 366

...TEXT: The 200-gigabyte database is housed on an Amdahl 1400A mainframe with four processors.

Universe becomes the engine for identifying specific groups on which to **target promotions**, rather than using the traditional bombardment method of reaching customers. Hans Hawrysz, the head of marketing and business development, believes pattern-recognition software applied to the Universe **database** will enable him to personalize marketing down to a customer group of one. Currently, marketing can run 25 to 50 test offers to 5,000 people, all at the same time, varying interest rates, balance transfer options and **promotional tie-ins**. However, says Hawrysz, "that doesn't get us to the level where we want to be. We would like to do about 200..."

... allow Hawrysz greater opportunity to adjust the four dimensions of any marketing pitch: the offer (typically the price), the list (the cross section of customers **targeted**), the package (envelope size, cover **letter** and so on) and channel (telemarketing, television, etc.).

"My feeling," Hawrysz says, "is that the companies that are really good at using customer information are..."

9/3,K/12 (Item 12 from file: 15)  
DIALOG(R)File 15:ABI/INFORM(R)  
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00779748 94-29140

In the mail  
Rosenfield, James R  
Direct Marketing v56n6 PP: 58-60 Oct 1993  
ISSN: 0012-3188 JRNLD CODE: DIM  
WORD COUNT: 1504

...TEXT: at Harte Hanks, who's not a guy. We talk about database marketing, but we can't even get a mailing list right.

Speaking of **database** marketing, a renewal mailing I received from ADWEEK shows for the six trillionth time how direct marketers are hung up on old techniques and ignore...

... an airplane and says: "Without ADWEEK James R. Rosenfield is flying blind." (This is creative? I think it's insulting. ADWEEK's weekly ration of **ad** agency gossip will hardly make or break my or anyone else's career.) The handsome **letter** is also highly **personalized** and less insulting: "ADWEEK helps James R. Rosenfield navigate through the turbulent world of **advertising**."

Tired old stuff. Some day ADWEEK (and other magazines) will wake up to the possibilities of database marketing and start doing renewals on a nonmass

...

9/3,K/13 (Item 13 from file: 15)  
DIALOG(R)File 15:ABI/INFORM(R)  
(c) 1999 Bell & Howell. All rts. reserv.

00699058 93-48279

Customize your cross-sell  
Morrall, Katherine  
Bank Marketing v25n3 PP: 14-19 Mar 1993  
ISSN: 0888-3149 JRNLD CODE: BNM  
WORD COUNT: 2334

...ABSTRACT: to realize the cross-selling potential of customers' monthly account statements and its market penetration capabilities. Flexible

formatting software allows banks to introduce graphics into **statements** and to **personalize statements** with **special messages**. To better communicate with and target a segment, a model is needed that can interface with the flexible formatter and an MCIF **data base**. Bank marketers who are excited about the concept see it as a way to combat customer attrition and lower acquisition costs.

**9/3,K/14 (Item 14 from file: 15)**  
DIALOG(R)File 15:ABI/INFORM(R)  
(c) 1999 Bell & Howell. All rts. reserv.

00685945 93-35166  
**Electronic delivery and feedback systems come of age**  
Wiesendanger, Betsy  
Public Relations Journal v49n1 PP: 10-14 Jan 1993  
ISSN: 0033-3670 JRNL CODE: PRJ  
WORD COUNT: 2613

...TEXT: such as number of product mentions or whether the article was positive or negative in tone. Also offered with the package is SpinFAX, which creates **personalized form letters** and press releases, then automatically faxes them to reporters in SpinControl's media **files**.

NewsTrack, put out by The Right Brain, Inc. in Shoreview, MN, enables users to calculate cost per impression for news clips or broadcast exposure.  
Users...

**9/3,K/15 (Item 15 from file: 15)**  
DIALOG(R)File 15:ABI/INFORM(R)  
(c) 1999 Bell & Howell. All rts. reserv.

00672056 93-21277  
**The perfectly organized search service**  
Leach, Sandra Sinsel; Spencer, Mary Ellen  
Online v17n1 PP: 14-28 Jan 1993  
ISSN: 0146-5422 JRNL CODE: ONL  
WORD COUNT: 6089

...TEXT: permitted to access online databases for class demonstrations, collection development work, committee support and training purposes.

#### SOLICITING DATABASE TRAINING WORKSHOPS

An aggressive campaign of annual **promotional mailings** to **database trainers** offers our site for training sessions. **Personalized letters** and mailing labels are generated using WordPerfect and dBASE III PLUS. The approach is systematic and successful.

#### COMMUNICATION AND PLANNING

Once a workshop date has...

**9/3,K/16 (Item 16 from file: 15)**  
DIALOG(R)File 15:ABI/INFORM(R)  
(c) 1999 Bell & Howell. All rts. reserv.

00651452 93-00673  
**Your Electronic Ad-Sales Ally**  
Berman, Helen  
Folio: The Magazine for Magazine Management v21n13 PP: 60-62 Dec 1, 1992  
ISSN: 0046-4333 JRNL CODE: FOL  
WORD COUNT: 973

...TEXT: the marked file; results codes and reports of action taken, such as "sent media kit," "called agency, set appointment"; word processing to

send form and **customized letters**; contract acknowledgment and contract expiration date reminder; insertion order form and **advertising confirmation**; **database management** to keep and update camp list **file**; mass and customized mail capabilities so that you can send individually addressed and semi-**customized letters** automatically; and pop-up menus that contain selections for quick data entry.

Before you start your software search, set priorities about the features you want...

9/3,K/17 (Item 17 from file: 15)

DIALOG(R)File 15:ABI/INFORM(R)  
(c) 1999 Bell & Howell. All rts. reserv.

00651331 93-00552

**"Quick-and-Dirty" Company Searches: Four Options**

Rehkop, Barbara L.

Database v15n6 PP: 40-43 Dec 1992

ISSN: 0162-4105 JRNL CODE: DTB

WORD COUNT: 2846

...TEXT: Standard & Poor's means financial news, like the quarterly earnings or changes in company leadership or stock splits. The news is cumulative between year-end **financial statements** for the **target company** and the **database** is updated every two weeks. "News" does not mean new **product announcements**, or chatty discussions of management styles or strategies as usually viewed in popular business journals. For this sort of information, you might be better served by searching another **database**.

In standard Formats, directory information is provided first, followed by the financial information and news. To me, this is a very logical presentation, which should...

9/3,K/18 (Item 18 from file: 15)

DIALOG(R)File 15:ABI/INFORM(R)  
(c) 1999 Bell & Howell. All rts. reserv.

00616167 92-31269

**Making an Anniversary Work for You**

Walters, Lee J.

Fund Raising Management v23n4 PP: 24-28 Jun 1992

ISSN: 0016-268X JRNL CODE: FUN

WORD COUNT: 2185

...TEXT: consisting of university staff and faculty members, attorneys, alumni friends and supporters of the university and prospective students. The workhorses of these mailings were the **target**-sensitive, **promotional collateral pieces** and **personalized letters** specifically created for each segment of the campaign.

The first objective was to turn the current publications into more interesting and informative pieces that would...

9/3,K/19 (Item 19 from file: 15)

DIALOG(R)File 15:ABI/INFORM(R)  
(c) 1999 Bell & Howell. All rts. reserv.

00554670 91-29027

**The 1991 Guide: A Galaxy of Software Developing Programs for Desktop List Analysis Selecting the Right Software System**

Wojtas, Gary W.; Schell, Ernest H.; Kuipers, Bill

Direct Marketing v54n2 PP: 19-34 Jun 1991

ISSN: 0012-3188 JRNL CODE: DIM

WORD COUNT: 11686

...TEXT: LMD INQUIRY PLUS INQUIRY MANAGEMENT Inquiry Plus, 814 Eagle Dr.,  
Bensenville, IL 60106

\* 708/595-5059

Package features: Creation of database from inquiries generated from **ads**, trade shows, PR, promotions, direct mail, etc. Features include creation, coding and printing of **personalized** response **letters**; duplicate inquiry identification; wrong ZIP code identification; SIC code entry; 30-, 60- and 90-day follow-up procedure; matching of company salespeople to distributors and inquiries; assigning and listing up to four company distributors within response letter by ZIP or ZIP range; providing monthly management reports, i.e., by **ad** code, by source and by sales territory.

Specs: Mini-mum DOS re-quired: 3.1. Source language: FOR-TRAN-assembler.  
Recom-mended RAM size: 512...

9/3,K/20 (Item 20 from file: 15)

DIALOG(R)File 15:ABI/INFORM(R)  
(c) 1999 Bell & Howell. All rts. reserv.

00469051 89-40838

**Managing with Information I'm Glad That's Finally Settled!**

Harbeson, Peter J.  
Managers Magazine v64n10 PP: 22-24 Oct 1989  
ISSN: 0025-1968 JRNL CODE: MAG

...ABSTRACT: to purchase computer-based lists of subscribers to appropriate publications or to enter lists of names and addresses from, for example, Chamber of Commerce listings, **advertisers**, and show exhibitors. These lists can be transferred directly into a TRAC-IT **database** and used to generate **personalized** **letters** and addressed envelopes. TRAC-IT also will allow managers to add new customer information to the existing **database**. A query function will identify what characteristics the customers share, so that managers can determine which prospects are more like their customer profile. In addition...

9/3,K/21 (Item 21 from file: 15)

DIALOG(R)File 15:ABI/INFORM(R)  
(c) 1999 Bell & Howell. All rts. reserv.

00447739 89-19526

**Computer-Assisted Marketing**  
Lant, Jeffrey  
Small Business Reports v14n5 PP: 76-78 May 1989  
ISSN: 0164-5382 JRNL CODE: SBR

...ABSTRACT: marketing begins by listing on computer each possible customer for each product or service; then, benefits are entered for each type of customer. This information (**database**) is applied from the computer to each stage of the marketing process. For example, the computer may be used to retrieve lapsed buyers, who are rarely tempted by standard mailings alone to make another purchase. Developing a **personalized** **letter** packed with benefits for these buyers will achieve higher results. To get free media attention, a firm should start maintaining a computerized list of the...

... of how these problems can be solved. In return for specialized information about how to solve a particular problem, the media source indirectly markets specific **promotional** information about the company's product or service. ...

9/3,K/22 (Item 22 from file: 15)

DIALOG(R)File 15:ABI/INFORM(R)  
(c) 1999 Bell & Howell. All rts. reserv.

00443682 89-15469

**Supreme Court Rules on Lawyer Advertising**

Mapother, William R.

Business Credit v91n3 PP: 50 Mar 1989

ISSN: 0897-0181 JRNLD CODE: CFM

**ABSTRACT:** Lawyer **advertising** has not been commonplace in the field of commercial bankruptcy. This may change, however, because of a US Supreme Court ruling that expanded the right of lawyer **advertising** to include direct mail. Previous decisions placed print **advertising** by lawyers in the category of commercial speech that is constitutionally protected under the First Amendment as long as it is neither false nor deceptive...

... to direct mail solicitation on the theory that it poses much less risk of overreaching or undue influence than does in-person solicitation. While a **personalized** direct mail **letter** presents an increased risk of deception, the possibility of isolated abuses does not justify a total ban. Each state can regulate such abuses by requiring lawyers to **file** solicitation letters with a state agency. ...

9/3,K/23 (Item 23 from file: 15)

DIALOG(R)File 15:ABI/INFORM(R)

(c) 1999 Bell & Howell. All rts. reserv.

00326119 86-26533

**Private Banking for Everybody**

Roel, Raymond

Direct Marketing v49n3 PP: 67-69 Jul 1986

ISSN: 0012-3188 JRNLD CODE: DIM

...**ABSTRACT:** To compete with the financial giants in New York, American Savings stresses service and has developed a marketing campaign called "Private Banking for Everyone," which **advertises** the bank's one-on-one communication. In the same interview, Thomas O'Shea, American Savings' **advertising** and promotion manager, explained that the bank has used direct mail to reach its customers and to cross sell other services.

**Customized** **letters** are sent to clients after their names have gone through the **database** to determine what services they do not use. Customers who have all of the bank's accounts get a personal call from the telemarketing center to thank them for being customers. Customer base is arranged by household on the master **file** and each branch receives the printout of its own customers.

9/3,K/24 (Item 24 from file: 15)

DIALOG(R)File 15:ABI/INFORM(R)

(c) 1999 Bell & Howell. All rts. reserv.

00319593 86-20007

**Computer as Catalyst**

Willis, Eric

Industrial Marketing Digest v11n2 PP: 159-166 Second Quarter 1986

JRNLD CODE: IMD

...**ABSTRACT:** marketing developed by the Welsh Regional Management Centre at the Polytechnic of Wales was based on a case study of a successful firm (X). X **advertises** in a wide variety of magazines and sells on a direct response basis. Its goal is to maximize the number of sales per **advertisement**. Information on inquirers is then entered into the computer **database**. Nonpurchasers are targeted for follow-up mailings, and 50% eventually buy. Purchasers are contacted every 3 months via **personalized** **letter**. Half of new orders come from past consumers for X. The use of the computer has cut the cost of sales dramatically and boosted the rate of return on the **advertising** budget. A further benefit is in the area of staffing. The Welsh Centre ran a special program to see if X's experience could be...

9/3,K/25 (Item 25 from file: 15)  
DIALOG(R)File 15:ABI/INFORM(R)  
(c) 1999 Bell & Howell. All rts. reserv.

00247717 84-26277  
**The Computerized Job Seeker**  
Gentner, Claudia A.  
Personnel Administrator v29n8 PP: 65-67 Aug 1984  
ISSN: 0031-5729 JRNL CODE: PAD

...ABSTRACT: employer in regard to such topics as the firm's market penetration, competitors, key executives, stock ownership, and strategies. Such information, taken from business publications, **advertising**, press releases, and other sources, is available on a variety of online **databases**. This information allows applicants to present themselves in the best possible manner. Computers can also be helpful in securing interviews by: 1. helping applicants identify their skills and the industries for which they are suited, 2. generating **personalized letters** to **targeted** executives, and 3. identifying the information necessary to focus on the applicants' strengths. As computerized research becomes more common, employers must be aware that apparent...

9/3,K/26 (Item 26 from file: 15)  
DIALOG(R)File 15:ABI/INFORM(R)  
(c) 1999 Bell & Howell. All rts. reserv.

00122232 80-16215  
**Identify Super Donors Through Direct Mail**  
Bell, Herb  
Fund Raising Management v11n6 PP: 36-37 Aug 1980  
ISSN: 0016-268X JRNL CODE: FUN

...ABSTRACT: of return for possibly 3 years or more. The potential audience for deferred giving promotion is somewhere between 1% an 3% of a total name **file**. Previous donors are the best prospects with likely candidates in that group being: 1. widows, 2. individuals of modest means, and 3. those who have made memorial gifts. The most personal appeal possible should be mailed to the selected audience. Depending upon the size of the audience an autotyped **letter** with a **personalized** signature and/or note could be used. Brochures should be included, and mailings should be at least on a quarterly basis. Other methods of promotion should be used as well. A total marketing program should be developed using: 1. magazine **ads** and articles, 2. radio and television, 3. personal contact, 4. telephone calls, and 5. special events.

9/3,K/27 (Item 27 from file: 15)  
DIALOG(R)File 15:ABI/INFORM(R)  
(c) 1999 Bell & Howell. All rts. reserv.

00025008 75-03382  
**EDPERSPECTIVE**  
MENKUS, BELDEN  
ADMINISTRATIVE MANAGEMENT V36 N3 PP: 91 MAR. 1975  
ISSN: 0001-8376 JRNL CODE: ADM

ABSTRACT: SPACE **ADS** AND DIRECT-MAIL SALES ARE BECOMING ATTRACTIVE ALTERNATIVES TO THE COST OF KEEPING A SALESMAN ON THE ROAD. DIRECT MAIL MARKETING WILL REQUIRE UP-DATED COMPUTERIZED LIST MAINTENANCE. THE LISTS ARE USED IN PREPARING LABELS AND ENVELOPES AND IN MAILING CATALOGS, SAMPLES AND TO **PERSONALIZE** STANDARD **LETTERS**. THE MAIL LIST RECORDS OF COMPANY NAMES AND ADDRESSES AS WELL AS MAIL DATA ON KEY EMPLOYEES, SALESMEN'S CALL REPORT AND DATE OF LAST ORDER. LIST INFORMATION BASICALLY COMES FROM THE COMPANY'S MARKETING EFFORTS. MAIL LIST DATA **FILES** OF CUSTOMER PURCHASES SHOULD BE HANDLED CAREFULLY AND, AS A POTENTIALLY MARKETABLE ASSET,

PROTECTED AGAINST THEFT. READY-MADE MAIL LIST MAINTENANCE PROGRAMS MAY BE PURCHASED...

9/3,K/28 (Item 1 from file: 9)  
DIALOG(R)File 9:BUSINESS & INDUSTRY(R)  
(c) 1999 RESP. DB SVCS. All rts. reserv.

01741290 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**Market of One -- Ready, Aim, Sell!** -- Technology is helping companies treat (American Express is focusing on one-to-one marketing with CustomExtras marketing program, which uses new data warehouse)  
Information Week, p 34+  
February 17, 1997  
DOCUMENT TYPE: Journal; Cover Story ISSN: 8750-6874 (United States)  
LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 2853

(USE FORMAT 7 OR 9 FOR FULLTEXT)

ABSTRACT:

...Express is focusing on one-to-one marketing with its CustomExtras marketing program, which uses a new data warehouse and other information technology to add **personalized offers** and **messages** to the **invoices** of selected cardholders. To be successful with the concept, IS and marketing groups have to work together closely. IS managers also must learn to co...

...with a rising breed of cross-disciplinary professionals who understand both technology and marketing. One-to-one marketing is made possible by three technologies: customer **databases**, interactive media and systems that support mass customization. The market for products and services that support the concept may reach "tens of billions" of dollars...

TEXT:

...market of one."

To do this, the charge-card company is rolling out an innovative marketing program it calls CustomExtras. The program uses a new **data warehouse** and other information technology to add **personalized offers** and **messages** to the **invoices** of selected cardholders.

American Express' goal:to convince its customers to rack up even more charges on their cards-and to reward them for doing...DB2 relational database software. That database draws data from Quantum and uses it to track purchases, rewards, and promotions, and to manage the printing of **billing statements** with **customized offers** and **messages**. The **database** is capable of supporting hundreds of millions of promotions. "We can target specific **offers** to specific customers based on their spending patterns," says executive VP Kelly.

Segment marketing, a natural starting point for one-to-one marketing, has helped...

9/3,K/29 (Item 2 from file: 9)  
DIALOG(R)File 9:BUSINESS & INDUSTRY(R)  
(c) 1999 RESP. DB SVCS. All rts. reserv.

01439716 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**William M. Mercer Inc.**  
(William M. Mercer, benefit systems manager, had total of 759 clients in 1995, including 377 benefit departments; had total of 3,778 staff members )  
Business Insurance, v 30, n 12, p 37  
March 18, 1996  
DOCUMENT TYPE: Journal ISSN: 0007-6864 (United States)  
LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 760

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:

...single user.

Online system.

Customized system.

First installation: 1984.

Benefits managed: Flexible benefits, group health plans, life insurance.

Features: Immediate access to enrollment/eligibility information; **personalized** enrollment materials/confirmation **statements**; automated eligibility testing and computation of credits, prices and benefit coverage; interface **file** to pass information to other systems; **ad hoc** queries/reports; online display and remote or local printing; transfer of data between PC and FlexKey; mailing services. Benefit communication features include employee statements...

9/3,K/30 (Item 3 from file: 9)  
DIALOG(R)File 9:BUSINESS & INDUSTRY(R)  
(c) 1999 RESP. DB SVCS. All rts. reserv.

01415960

The Hub: On-line entertainment center?

(The Hub is being introduced by American Online and New Line Television, as the online equivalent of a cable network)

USA Today, v 14, n 113, p 5B

February 23, 1996

DOCUMENT TYPE: National Newspaper ISSN: 0161-7389 (United States)

LANGUAGE: English RECORD TYPE: Abstract

ABSTRACT:

...Television, as the online equivalent of a cable network. Its tentative lineup includes: "Dream Analysis," "What I Should Wear," "Cyrano," "Weird Sisters," and "The Secret **Files** of Bill Gates." The service will **target** young adults aged 18-34. Its "programming" will include a mix of news, advice, stories, and humor. Some of the programs will appear at regularly...

...on-line industry still needs to mature technically. New Line Television President Robert Friedman said The Hub can survive while the technology improves. He expects **advertisers** to be announced soon. The article provides more information.

...

9/3,K/31 (Item 4 from file: 9)  
DIALOG(R)File 9:BUSINESS & INDUSTRY(R)  
(c) 1999 RESP. DB SVCS. All rts. reserv.

01369230 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Client: Apple PowerBook

(Apple Computer is using Wunderman for a print and direct mail campaign for its Macintosh PowerBooks)

Marketing Computers, v XVI, n 1, p 18

January 1996

DOCUMENT TYPE: Journal ISSN: 8750-1848 (United States)

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 89

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:

Client: Apple PowerBook

Agency: Wunderman, San Francisco

Creative director: John Olds

Copywriter: Doug Green

Media: direct mail, Real Estate Today, Pharmaceutical Executive, Publish

This **database** builder from Apple pitches sales force automation at company executives across four industries. The **ad**, complete with **personalized cover letter** and questionnaire, will mail to "hundreds of thousands" in the healthcare, publishing, real estate and pharmaceutical industries over the next few months. It also doubles as a space **ad**, to run simultaneously in trade books covering those fields, says Apple marketing specialist Carol Francavilla.

...

**9/3,K/32 (Item 5 from file: 9)**

DIALOG(R)File 9:BUSINESS & INDUSTRY(R)  
(c) 1999 RESP. DB SVCS. All rts. reserv.

01159438

**Targeting Supermarket Shoppers**

**(Advanced Promotion Technologies offers clients a way to target supermarket shoppers based on data they supply)**

Direct, v 7, n 4, p 12

April 1995

DOCUMENT TYPE: Journal ISSN: 1046-4174 (United States)

LANGUAGE: English RECORD TYPE: Abstract

ABSTRACT:

...Promotion Technologies (Pompano Beach, FL) offers clients a way to target supermarket shoppers based on data they supply. APT has a 1.4-mil address **database** with information on household size, number of children, pet ownership, annual income and other details consumers provide when applying for a Vision Value card. It is this card which drives APT's in-store issuance of paper and electronic coupons, **personalized letters**, sweepstakes **offers** and video messages. Data are augmented by purchasing behavior, which is tracked and regularly fed into APT's **database**. When a shopper swipes the Vision Value card through a card-reader at checkout, the **database** pinpoints him or her as a likely user of a given product. A commercial for that product from one of APT's clients will then...  
...accessed by pressing the video terminal's screen. Only 2% of Vision Value members have requested that information on them not be used to trigger **promotional offers**. APT's CEO, H Robert Wientzen, says Vision Value can interface with any supermarket's electronic system.

...

**9/3,K/33 (Item 1 from file: 635)**

DIALOG(R)File 635:Business Dateline(R)  
(c) 1999 Bell & Howell. All rts. reserv.

0749037 97-07564

**Pardigm hopes for Ovation for direct mail program**

Frederick, Arthur

Tampa Bay Business Journal (Tampa, FL, US), v16 n42 p3

PUBL DATE: 961011

DATELINE: Tampa, FL, US, South Atlantic WORD COUNT: 1,013

TEXT:

...for them."

Furlong says it helps to think of Ovation as an import-export firm.

It imports a client company database information, and then exports

**targeted customer messages via letter , fax, e-mail or other media.**  
Paradigm, the client or a third-party company can handle actual delivery of the messages.

In between the importing...

**9/3,K/34 (Item 2 from file: 635)**  
DIALOG(R)File 635:Business Dateline(R)  
(c) 1999 Bell & Howell. All rts. reserv.

0717172 96-75635  
**Group 1 software's stock leaps following sharp earnings gain**  
Skinner, Liz  
Daily Record-Baltimore MD (Baltimore, MD, US) p5A  
PUBL DATE: 960701  
DATELINE: Lanham, MD, US, South Atlantic WORD COUNT: 375

TEXT:

... software for all-sized computing platforms -- from mainframes to personal computers.

The DOC 1 software, introduced last year, allows companies to take its customer information **database** and create **personalized statements** or **advertisements** for their customers.

**9/3,K/35 (Item 3 from file: 635)**  
DIALOG(R)File 635:Business Dateline(R)  
(c) 1999 Bell & Howell. All rts. reserv.

0453639 94-06593  
**Keeping patients home on the range**  
Brissett, Jane  
Corporate Report Minnesota (Minneapolis, MN, US), v24 n12 s1 p26  
PUBL DATE: 931200  
DATELINE: Virginia, MN, US WORD COUNT: 478

TEXT:

... the Midwest or are looking for an outdoor lifestyle, says Bill Doran.

During his two years as a recruiter, Doran has visited numerous conferences, placed ads in medical journals, hooked up with an on-line **database** of doctors who want to relocate, and sent 75,000 **personalized letters** (to which response rates are 1 percent to 2 percent).

The clinics offer a \$100,000 guaranteed first-year salary plus benefits for family physicians...

**9/3,K/36 (Item 4 from file: 635)**  
DIALOG(R)File 635:Business Dateline(R)  
(c) 1999 Bell & Howell. All rts. reserv.

0291663 92-38110  
**Advanced Business Microsystems Introduces Software That Links Company Database to Windows Programs**  
McGuirk, Kevin  
Business Wire (San Francisco, CA, US) s1 p1  
PUBL DATE: 920428  
DATELINE: Irvine, CA, US WORD COUNT: 849

TEXT:

... s own award-winning Platinum management accounting program -- have adopted Btrieve for managing records and files.

According to Larry Hickey, vice president of ABM's **Database** and

Custom Applications Division: "With Plateaux, every department in your company can now access management information faster and more efficiently. Your collections department can increase recoveries by creating **targeted dunning letters**, because Plateaux quickly locates customer **files** and account aging information and instantly transfers it into a word processing document. And your marketing department can plan **promotional** efforts based on current sales performance: Plateaux pulls up-to-the-minute sales information from your accounting **database** and places it in a spreadsheet bar chart."

#### FIVE DATA SERVERS DRIVE PLATEAUX

The key to Plateaux's information gathering capabilities is its ability to...

9/3,K/37 (Item 5 from file: 635)  
DIALOG(R)File 635:Business Dateline(R)  
(c) 1999 Bell & Howell. All rts. reserv.

0145206 90-28236

#### Marketing Concept Gets Rave Response

Parent, Tawn  
Indianapolis Business Journal (Indianapolis, IN, US), v11 n9 s2 p2B  
PUBL DATE: 900611  
DATELINE: Indianapolis, IN, US WORD COUNT: 845

#### TEXT:

... eight-week turnaround time. We have a 48-hour turnaround time. It gives them a much better response for their advertising dollar."

Using its computer **database**, Service Graphics is able to respond to sales leads within two days by generating a **personalized letter**, collating the materials and packaging and mailing them properly, Burks said. Response Management also coordinates responses to direct mail and other types of **promotional** campaigns.

The company **offers** free assessments of sales fulfillment needs. Generally speaking, the bigger the company the greater the need for assistance, Burks said. The majority of Service Graphics...

9/3,K/38 (Item 6 from file: 635)  
DIALOG(R)File 635:Business Dateline(R)  
(c) 1999 Bell & Howell. All rts. reserv.

0106573 89-30466

#### Commercial Brokers Create Boon for Local Software Firm

Scott, Cathy  
San Diego Business Journal (San Diego, CA, US), v10 n5 s1 p21  
PUBL DATE: 890821  
DATELINE: San Diego, CA, US WORD COUNT: 1,068

#### TEXT:

... The program also will list, sort and retrieve as well as generate a mass mailer, tickler file and spreadsheet lease analysis.

Users can also write **letters** or program mass mailings to **specific** types of **clients** "with a couple of key strokes," Creager said. A form letter, such as one **advertising** space in a new building, can be sent to a selected group in a particular zip code which the user defines by type of business, size and area. As each letter is written, a note is automatically recorded to the **file** of each company, detailing the name on the letter, the sender and date it was sent. A list is printed for follow-up calls a...

9/3,K/39 (Item 7 from file: 635)  
DIALOG(R)File 635:Business Dateline(R)

(c) 1999 Bell & Howell. All rts. reserv.

0053065 88-10580

**Direct Mail Firm Optimistic Despite Postal Hike**

Anonymous

Tulsa Business Chronicle (Tulsa, OK, US), v7 n13 s1 p11

PUBL DATE: 880404

DATELINE: Tulsa, OK, US WORD COUNT: 728

TEXT:

... of this more personalized typewritten look competitive with traditional address labels," he says.

**Laser Technology**

The laser has added a new dimension to direct-mail **advertising**, he says. Bender can produce a magnetic tape from its **data base** with the selected demographics. The tape can be fed into a laser printer to produce **personalized letters** with typewriter quality at speeds up to 10,000 per hour.

Tucker says his company's expansion has been a result of benefits offered by...

**9/3,K/40 (Item 1 from file: 484)**

DIALOG(R)File 484:Periodical Abstracts Plustext

(c) 1999 Bell & Howell. All rts. reserv.

02330431 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Linking phones and mail for maximum efficiency**

Powell, Don

Campaigns & Elections (ICNE), v16 n4, p36

Apr 1995

ISSN: 0197-0771 JOURNAL CODE: ICNE

DOCUMENT TYPE: Commentary

LANGUAGE: English RECORD TYPE: Fulltext; Abstract

WORD COUNT: 872 LENGTH: Medium (10-30 col inches)

TEXT:

... to vote in the targeted race for the legislature. The results were modemed directly to Voter Contact Services and appended to the Personal PAC voter **file** which already included data from previous phone banks. Personal PAC then received mailing labels from VCS of all pro-choice voters in each legislative district and mailed out a self-mailer in **letter** format from the **targeted** candidates. The **letter** itself (with signature) often stressed the differences between the pro-choice candidate and the opponent as well as giving the voter additional biographical information. It was a single fold self-mailer with the heading on one side in bold lettering A **SPECIAL MESSAGE** FOR PRO-CHOICE VOTERS. Each message, of course, was customized to the particular candidates involved and the issues of direct concern within that district.

Hard...

**9/3,K/41 (Item 2 from file: 484)**

DIALOG(R)File 484:Periodical Abstracts Plustext

(c) 1999 Bell & Howell. All rts. reserv.

01867161 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Baldridge notwithstanding**

Harrar, George

Forbes (FBR), (Suppl.), p44-57

Feb 28, 1994

ISSN: 0015-6914 JOURNAL CODE: FBR

DOCUMENT TYPE: Feature

LANGUAGE: English RECORD TYPE: Fulltext; Abstract

WORD COUNT: 3709 LENGTH: Long (31+ col inches)

TEXT:

... The 200-gigabyte database is housed on an Amdahl 1400A mainframe with four processors.

Universe becomes the engine for identifying specific groups on which to target promotions , rather than using the traditional bombardment method of reaching customers. Hans Hawrysz, the head of marketing and business development, believes pattern-recognition software applied to the Universe database will enable him to personalize marketing down to a customer group of one. Currently, marketing can run 25 to 50 test offers to 5,000 people, all at the same time, varying interest rates, balance transfer options and promotional tie-ins. However, says Hawrysz, "that doesn't get us to the level where we want to be. We would like to do about 200..."

...allow Hawrysz greater opportunity to adjust the four dimensions of any marketing pitch: the offer (typically the price), the list (the cross section of customers targeted ), the package (envelope size, cover letter and so on) and channel (telemarketing, television, etc.).

"My feeling," Hawrysz says, "is that the companies that are really good at using customer information are..."

9/3,K/42 (Item 1 from file: 647)

DIALOG(R)File 647:CMP COMPUTER FULLTEXT  
(c) 1999 CMP. All rts. reserv.

01118955 CMP ACCESSION NUMBER: IWK19970217S0037

**Market of One - Ready, Aim, Sell! - Technology is helping companies treat their best customers like individuals again. The payoff-and the challenges-can be enormous**

John Foley  
INFORMATIONWEEK, 1997, n 618, PG34  
PUBLICATION DATE: 970217  
JOURNAL CODE: IWK LANGUAGE: English  
RECORD TYPE: Fulltext  
SECTION HEADING: Cover Story  
WORD COUNT: 2875

To do this, the charge-card company is rolling out an innovative marketing program it calls CustomExtras. The program uses a new data warehouse and other information technology to add personalized offers and messages to the invoices of selected cardholders.

American Express' goal:to convince its customers to rack up even more charges on their cards-and to reward them for doing...DB2 relational database software. That database draws data from Quantum and uses it to track purchases, rewards, and promotions, and to manage the printing of billing statements with customized offers and messages . The database is capable of supporting hundreds of millions of promotions. "We can target specific offers to specific customers based on their spending patterns," says executive VP Kelly.

Segment marketing, a natural starting point for one-to-one marketing, has helped...

9/3,K/43 (Item 2 from file: 647)

DIALOG(R)File 647:CMP COMPUTER FULLTEXT  
(c) 1999 CMP. All rts. reserv.

01043663 CMP ACCESSION NUMBER: WIN19950301S0061

**CashGraf HomeOffice Plus - Business Manager with a Mission (in brief - Programming)**

Ron Bel Bruno  
WINDOWS MAGAZINE, 1995, n 03, PG172  
PUBLICATION DATE: 950301  
JOURNAL CODE: WIN LANGUAGE: English  
RECORD TYPE: Fulltext  
SECTION HEADING: First Impressions

WORD COUNT: 604

... mail merge achieves similar effects. If you hate clumsy mail-merge applications, give this one a try. It really takes the form out of form **letters**, enabling you to **tailor** the most minute detail by instructing CashGraf to pull facts and figures from the client **database**. If you're a contractor looking to increase kitchen and bath remodeling work, you can mine the **database** for customers who have three or more family members and a house greater than 10 years old, with one bathroom. Then, without even leaving the client-record screen, boot up CashGraf's word processing module and craft a **promotional** letter to this select customer cadre.

CashGraf's impressive feature roster includes several types of service and professional invoices, inventory management and extensive reporting options...

?

15/3,K/30 (Item 19 from file: 148)  
DIALOG(R)File 148:GALE GROUP TRADE & INDUSTRY DB  
(c)1999 THE GALE GROUP. All rts. reserv.

05913340 SUPPLIER NUMBER: 12461655 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Making an anniversary work for you. (University of West Los Angeles 25th anniversary celebration) (Education) (Cover Story)**  
Walters, Lee J.  
Fund Raising Management, v23, n4, p24(5)  
June, 1992  
DOCUMENT TYPE: Cover Story ISSN: 0016-268X LANGUAGE: ENGLISH  
RECORD TYPE: FULLTEXT  
WORD COUNT: 2368 LINE COUNT: 00191

... university staff and faculty members, attorneys, alumni, friends and supporters of the university and prospective students. The workhorses of these mailings were the target-sensitive, **promotional** collateral pieces and **personalized letters** specifically created for each segment of the campaign.

The first objective was to turn the current publications into more interesting and informative pieces that would...

15/3,K/31 (Item 20 from file: 148)  
DIALOG(R)File 148:GALE GROUP TRADE & INDUSTRY DB  
(c)1999 THE GALE GROUP. All rts. reserv.

05871341 SUPPLIER NUMBER: 12270497 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**The rich and the worthy: America's banks are taking direct marketing one step further. Armed with new software technology, they are building databases to determine who should get the best deals.**  
Berry, Jon  
Adweek's Marketing Week, v33, n19, p14(4)  
May 11, 1992  
ISSN: 0892-8274 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT; ABSTRACT  
WORD COUNT: 2614 LINE COUNT: 00201

... in his characteristic suffer-no-fools manner: "Why should I pay The Chicago Tribune \$27,000 when I can have this?"

Banks aren't dropping **targeted ads** into their **statements** yet. But hundreds of them are using **databases** to identify America's blue-chip households. To privacy watchdogs, it sounds like Big Brother. To marketers at banks, and possibly in other service categories...

...expenditures from 60% to 50% of its total marketing budget. Direct mail is the chief beneficiary. The database marketers are courting computer-selected households with **customized letters** offering cash gifts, waivers of closing costs, 0.5% more than consumers will get on other interest-bearing accounts and other goodies. The deals often...

15/3,K/32 (Item 21 from file: 148)  
DIALOG(R)File 148:GALE GROUP TRADE & INDUSTRY DB  
(c)1999 THE GALE GROUP. All rts. reserv.

05756824 SUPPLIER NUMBER: 11746465 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Survival. (cutbacks and layoffs in major corporations)**  
Berry, Jon  
Adweek's Marketing Week, v33, n1, p4(1)  
Jan 6, 1992  
ISSN: 0892-8274 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
WORD COUNT: 873 LINE COUNT: 00067

... have a distinctly postmodern twist.

Glendale Federal Savings Bank, in the wake of a massive restructuring last spring, pulled the plug on glitzy corporate-image **ads**, and used \$1.2 million of the savings to become a **database** marketer. Every month the thrift's top 100, 000 customers get **special offers** in **customized**

**letters** capped off with the laser-printed signature of the local branch manager.

"In a difficult environment, our best customers are hearing more from us than..."

**15/3,K/33 (Item 22 from file: 148)**

DIALOG(R)File 148:GALE GROUP TRADE & INDUSTRY DB  
(c)1999 THE GALE GROUP. All rts. reserv.

05582180 SUPPLIER NUMBER: 11410434 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**1991 non-profit software package directory. (directory)**  
Romano, William  
Fund Raising Management, v22, n8, p22(16)  
Oct, 1991  
DOCUMENT TYPE: directory ISSN: 0016-268X LANGUAGE: ENGLISH  
RECORD TYPE: FULLTEXT  
WORD COUNT: 16115 LINE COUNT: 01411

... g., prospect/donor tracking, membership data, telemarketing etc. DataTRAC speaks English and is menu- and prompt-driven. It has a report generator that can produce **personalized** standard **letters**, solicitations or acknowledgments as well as **ad hoc** reports. All features of DataTRAC are user-definable. A multiuser word processor is available as well as spread-sheet and E mail. Specs: The...

**15/3,K/34 (Item 23 from file: 148)**

DIALOG(R)File 148:GALE GROUP TRADE & INDUSTRY DB  
(c)1999 THE GALE GROUP. All rts. reserv.

05579993 SUPPLIER NUMBER: 11684167 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Is there anybody left to target in a recession?**  
Weylman, C. Richard  
National Underwriter Life & Health-Financial Services Edition, n48, p18(2)  
Dec 2, 1991  
ISSN: 0893-8202 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
WORD COUNT: 962 LINE COUNT: 00073

... you know?" Let them select from your list.

Tactic #6. Keep cultivating your current client or prospect list. It's a common mistake to stop **promotional** activities during recessionary times. Send out a newsletter or articles of interest to individuals on your mailing list. Get their names into a **data base** and segment them by industry or club. Send them **personalized** notes and **letters**. Stay in touch with these people so when the window of opportunity opens, you'll be first in line.

How should you begin to approach...

**15/3,K/35 (Item 24 from file: 148)**

DIALOG(R)File 148:GALE GROUP TRADE & INDUSTRY DB  
(c)1999 THE GALE GROUP. All rts. reserv.

04868318 SUPPLIER NUMBER: 09104806 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Non-profit software package directory. (buyers guide)**  
Romano, William  
Fund Raising Management, v21, n8, p32(16)  
Oct, 1990  
DOCUMENT TYPE: buyers guide ISSN: 0016-268X LANGUAGE: ENGLISH  
RECORD TYPE: FULLTEXT  
WORD COUNT: 18878 LINE COUNT: 01654

... donor and member tracking; renewal and pledge mailouts; donation and membership posting; personalized letters and word processing; report generator and statistical modules for standard and **ad hoc** reports.

Specs: The system runs on 286, 386, 486-based or PS/2 microcomputers. Runs in multiuser, multitasking superDOS operating system. Requires minimum

of....

**15/3,K/36 (Item 25 from file: 148)**  
DIALOG(R)File 148:GALE GROUP TRADE & INDUSTRY DB  
(c)1999 THE GALE GROUP. All rts. reserv.

04822128 SUPPLIER NUMBER: 09407733 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**It's your call: 900 numbers. (pay-per-call telephone marketing)**  
Ingenito, Robert  
Direct Marketing, v53, n5, p49(5)  
Sept, 1990  
ISSN: 0012-3188 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT; ABSTRACT  
WORD COUNT: 2972 LINE COUNT: 00227

... opponent. A letter is written by the sponsoring organization that is tailored to the consumer's concerns.

With the capacity to store and maintain a **database** of more than a million legislators, public officials and businesses determined by title, function or geographic location, Write Now! technology will enable any group, association or company to **personalize** and mail **letters** to the specific **targeted** recipients within 48 hours of the individual sender's phone call. Using touchtone, consumers can respond to an issue overnight. Stimulating the public to respond to issues under legislative or regulatory debate can be part of any **advertising** program, from public service **advertising**, special interest publications and newsletters to direct mail and space **advertising**. The key is interactivity.

Names and addresses can be gathered using touchtone interaction. The audiotex message guides the caller: Non-members press 1, members press...

**15/3,K/37 (Item 26 from file: 148)**  
DIALOG(R)File 148:GALE GROUP TRADE & INDUSTRY DB  
(c)1999 THE GALE GROUP. All rts. reserv.

04626450 SUPPLIER NUMBER: 09340527 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Marketing concept gets rave response. (Section B) (company profile)**  
Parent, Tawn  
Indianapolis Business Journal, v11, n9, p2B(1)  
June 11, 1990  
DOCUMENT TYPE: company profile ISSN: 0274-4929 LANGUAGE: ENGLISH  
RECORD TYPE: FULLTEXT  
WORD COUNT: 908 LINE COUNT: 00070

... eight-week turnaround time. We have a 48-hour turnaround time. It gives them a much better response for their advertising dollar."

Using its computer **database**, Service Graphics is able to respond to sales leads within two days by generating a **personalized letter**, collating the materials and packaging and mailing them properly, Burks said. Response Management also coordinates responses to direct mail and other types of **promotional** campaigns.

The company **offers** free assessments of sales fulfillment needs. Generally speaking, the bigger the company the greater the need for assistance, Burks said. The majority of Service Graphics...

**15/3,K/38 (Item 27 from file: 148)**  
DIALOG(R)File 148:GALE GROUP TRADE & INDUSTRY DB  
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04137136 SUPPLIER NUMBER: 07877736 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Conceptual feedback effects in information systems design. (technical)**  
Rahmatian, Sasan; Eckman, Linda  
Journal of Systems Management, v40, n10, p7(5)  
Oct, 1989  
DOCUMENT TYPE: technical ISSN: 0022-4839 LANGUAGE: ENGLISH  
RECORD TYPE: FULLTEXT; ABSTRACT  
WORD COUNT: 2879 LINE COUNT: 00220

... one blank area on the screen to capture the guest's name. This implies that the name will consist of only one field in the **database**. However, when the **database** is designed, and field size of the name is considered, the designer may realize that the option of splitting the name into first name, middle...

...program logic design so that all fields will be captured within the program. While the designer may not consider it at the moment, the resulting **database** that contains the name separated into four separate fields and an address that includes company name or title becomes a powerful **advertising** tool because now this data can become the basis for **personalized letters** and **special promotions**.

Designing of controls reinforces the iterative nature of designing systems. Technically, validation is not considered until after all phases are completed. If a field must...

**15/3,K/39 (Item 28 from file: 148)**  
DIALOG(R)File 148:GALE GROUP TRADE & INDUSTRY DB  
(c)1999 THE GALE GROUP. All rts. reserv.

04070998      SUPPLIER NUMBER: 07817379      (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Computerizing your business. (also includes related articles on what to consider in buying a system and the worst buys)**  
Patterson, Teri; Latif, Cheryl  
Executive Female, v12, n4, p49(5)  
July-August, 1989  
ISSN: 0199-2880      LANGUAGE: ENGLISH      RECORD TYPE: FULLTEXT  
WORD COUNT: 2000      LINE COUNT: 00156

... information and learned the lingo, you'll be able to make educated decisions when choosing a computer system.

Don't be seduced by razzle-dazzle **advertisements** or promise-everything sales pitches. Before you even consider which products to purchase, decide what functions you want a computer to handle. For instance, do you want merely to replace typewriters with word processors so you can print word-perfect documents and **personalized form letters**? Or do you require a more sophisticated solution, such as a **database** management system where you can systematically store information--for instance, mailing lists or inventory data--and retrieve all or part of the information when you...

**15/3,K/40 (Item 29 from file: 148)**  
DIALOG(R)File 148:GALE GROUP TRADE & INDUSTRY DB  
(c)1999 THE GALE GROUP. All rts. reserv.

03929442      SUPPLIER NUMBER: 07755147      (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Direct Marketing software guide. (guide for software packages for marketing)**  
Rose, Matthew; Castellano, Brenda; Di Bella, Lori  
Direct Marketing, v52, n2, p53(23)  
June, 1989  
ISSN: 0012-3188      LANGUAGE: ENGLISH      RECORD TYPE: FULLTEXT; ABSTRACT  
WORD COUNT: 21429      LINE COUNT: 01876

... a program for handling advertising-generated inquiries from magazines, postcard decks, trade shows and direct mail. The program is designed to maintain a database, print **personalized letters**, labels and sales lead notices. It generates statistical reports by territories, product lines, **advertising** sources; tracking of inquiries, qualified leads and salesman follow-up. The **database** is useful for follow-up direct mail programs. Specs: Program runs on IBM PC,/XT,/AT; ver. 7.2 requires 640K disk space. Training/Service...geographic/product sales responsibilities. Prints follow-up assignment sales lead sheets, plus personalized letters to inquiries, including mailing labels or addressed envelopes. Monitors sales lead **database** for leads that have not been

followed up or bad leads and for scheduled prospect calls past due. Prints reminders for salespeople and managers. Measures pay back on ad /promo investments, paces and monitors sales force follow up. Many displays and reports, including sales forecasting and pipeline pack analysis. Up to 38 user-definable...

**15/3,K/41 (Item 30 from file: 148)**  
DIALOG(R)File 148:GALE GROUP TRADE & INDUSTRY DB  
(c)1999 THE GALE GROUP. All rts. reserv.

03301326 SUPPLIER NUMBER: 05165097 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Hartmarx's computerized collections. (Hartmarx Corp.) (Technology & Operations supplement)**  
Howard, Tammi  
WWD, v154, pS12(2)  
Sept 8, 1987  
ISSN: 0149-5380 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
WORD COUNT: 1315 LINE COUNT: 00107

... new on-line system provides the credit department with a more sophisticated communications system. Letters to delinquent accounts can be generated automatically from the account **files**. And instead of using one standard form **letter**, collectors can "tailor" their **messages** depending on the account's status and past history.

"With the on-line system, I can change a letter or group of letters in a..."

**15/3,K/42 (Item 31 from file: 148)**  
DIALOG(R)File 148:GALE GROUP TRADE & INDUSTRY DB  
(c)1999 THE GALE GROUP. All rts. reserv.

01883564 SUPPLIER NUMBER: 02994852 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**The data processing explosion!**  
Casper, Carol  
Institutional Distribution, v19, p73(7)  
Nov, 1983  
ISSN: 0020-3572 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT; ABSTRACT  
WORD COUNT: 2848 LINE COUNT: 00231

... and printer, Frank Kowalski of Keyco Distributors, Inc., Nanticoke, Penn., points out, the company put its cash and carry on-line, allowing it to provide **customized**, printed **invoices** for will-call customers in seconds. Just keying in the customer number cues the computer to "check" each account's **file**, so the customer automatically gets the prices he has been quoted on each item, including any **special promotions** that apply to him, his regular pre-arranged terms, and for charge customers, credit status. The system also automatically relieves inventory with each purchase, and...

**15/3,K/43 (Item 1 from file: 47)**  
DIALOG(R)File 47:GALE GROUP MAGAZINE DB(TM)  
(c) 1999 THE GALE GROUP. All rts. reserv.

02584764 SUPPLIER NUMBER: 03477327 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Lighting the fuse. (On-line systems) (editorial)**  
Page, John  
PC Magazine, v3, p93(1)  
Oct 16, 1984  
DOCUMENT TYPE: editorial LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
WORD COUNT: 516 LINE COUNT: 00039

... current stock prices. It would be convenient to be able to load them into your spreadsheet for analysis and graphing.

You wish to mail an **ad** to a select group of potential customers. Wouldn't it be nice to be able to search a large, central **database** and

load the resulting mailing list into your personal computer system, in order to print address labels and **customized** cover letters?

The reason you can't carry out all these procedures right now is that the data arriving over the phone are intended only to be...

**15/3,K/44 (Item 1 from file: 813)**

DIALOG(R)File 813:PR Newswire

(c) 1999 PR Newswire Association Inc. All rts. reserv.

0825287

WASHINGTON--May 25--The computer screen bleeds down in a sea of deep blue.

Images and words then come into focus. Click for a biography. Click for video and audio clips. Click for a family photo album. Click for position papers.

DATE: May 25, 1995 12:49 E.T. WORD COUNT: 1,387

...s shifting the participation in the process."

Other university-based, non-profit projects are hoping to supplant the impact of campaigns driven strictly by television **advertising** and polls, where the questions actually set the agenda.

Gary Selnow, author of "High Tech Campaigns" and a professor at San Francisco State University, plans...

...are concerned about those particular issues.

From the responses, the poll will list the top 10 issues on voters' minds. They also will offer a **database** that allows a computer user to listen in full to the survey respondents.

That's on the positive side. Like others, however, Selnow sees a potential downside to the technology.

By using sophisticated **databases**, candidates can send **targeted letters** to voters that make the pretense of caring about issues close to the voter's heart.

"In fact, this warm letter, looking like it came..."

**15/3,K/45 (Item 1 from file: 275)**

DIALOG(R)File 275:GALE GROUP COMPUTER DB(TM)

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01895687 SUPPLIER NUMBER: 17903317

Using a database to pick up business. (creating marketing databases with DBMSs)(includes a related article on places to find PC-based mailing lists.) (Technology Information)

Grapham, Ken

Home PC, v2, n8, p161(3)

August, 1995

ISSN: 1073-1784 LANGUAGE: English RECORD TYPE: Abstract

ABSTRACT: DBMSs can be used to create effective marketing **databases** as is demonstrated by the author's experience. A marketing **database** has many uses, including tracking current customers, finding potential prospects, tailoring one's **advertising**, and matching clients and prospects with products. A DBMS such as Paradox, Alpha Five, Approach, FileMaker Pro or Access provides the robust functionality and flexibility required for

effective marketing. Each **database** created by such programs consists of records containing all the information about a client or product and fields that contain different types of information. Various...

...information can be sorted and compared to each other in order to illuminate potential markets. The DBMS can also be used to create mailing labels, **personalize** form **letters**, and facilitate business judgements.

**15/3,K/46 (Item 2 from file: 275)**

DIALOG(R)File 275:GALE GROUP COMPUTER DB(TM)  
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01862490 SUPPLIER NUMBER: 17549972 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Create multimedia greeting cards. (Microsoft's Visual Basic 4.0 application development software) (Just Do It: Get Organized) (Product Information) (Tutorial) (Column)**

Szuecs, Joe  
Computer Life, v2, n11, p205(3)  
Nov, 1995

DOCUMENT TYPE: Tutorial Column ISSN: 1076-9862 LANGUAGE: English  
RECORD TYPE: Fulltext; Abstract  
WORD COUNT: 1425 LINE COUNT: 00112

... for these files are the same as those on the first page.

The third page has a scrolling text box that contains your holiday **form letter** or a **personalized message**. Simply use a program, such as Microsoft Word, that allows you to save your letter or greeting **file** in Rich Text format; call it LETTER.TXT. You could also use a simple text **file** created in Windows' Notepad.

Programmer's Notes

Here are some tips to peruse if you're curious about what went into building these files. But...

**15/3,K/47 (Item 3 from file: 275)**

DIALOG(R)File 275:GALE GROUP COMPUTER DB(TM)  
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01577668 SUPPLIER NUMBER: 14071859

**Customized coupons: marketing with merge Jack Postl's way. (Tutorial)**  
Ash, Angela D.

WordPerfect Magazine, v5, n8, p67(4)  
August, 1993

DOCUMENT TYPE: Tutorial ISSN: 1042-5152 LANGUAGE: ENGLISH  
RECORD TYPE: ABSTRACT

**ABSTRACT:** A combination macro and mail-merge program for setting up primary and secondary merge **files** in WordPerfect is presented. The macro, developed by consultant Jack Postl, is ideal for those creating **personalized letters** in **promotional** mail. The primary **file** might be a long list of customers. A secondary **file** could be a subset such as the names, addresses and birthdates of children under the age of 12 for use in a birthday promotion. Step-by-step instructions for creating a macro that will enter merge commands into the primary **file** are presented. Commands used include TEXT, DATE, FIELD and COMMENT.

**15/3,K/48 (Item 4 from file: 275)**

DIALOG(R)File 275:GALE GROUP COMPUTER DB(TM)  
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01524042 SUPPLIER NUMBER: 12326462 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**DBAPrep SQL embedding. (development tool for Structured Query Language from N Systems)**

Celko, Joe  
DBMS, v5, n8, p30(2)  
July, 1992

ISSN: 1041-5173  
WORD COUNT: 754

LANGUAGE: ENGLISH  
LINE COUNT: 00055

RECORD TYPE: FULLTEXT; ABSTRACT

... Microsoft/Sybase SQL Server.

The good news is that the company was able to provide the ANSI syntax and functionality. DBAPrep converts the ANSI embedded **statements** into the **target database**'s API calls. But there is more bad news: Each product's SQL engine is so different that each **database**-specific version of DBAPrep requires a special set of commands in addition to the standard ones. Remember that C is a systems-level language and has to be concerned with all the details. These **product**-specific commands **deal** with login procedures, buffer sizes, passwords, server connections, and so forth. Some of these problems are very frustrating, so N Systems deserves credit for a good solution to multiple **database** development.

Example

If you want to see just how complex this mapping can be, create a table T1 with columns x,y, and z. Write...

15/3,K/49 (Item 5 from file: 275)  
DIALOG(R)File 275:GALE GROUP COMPUTER DB(TM)  
(c) 1999 THE GALE GROUP. All rts. reserv.

01241647 SUPPLIER NUMBER: 06501653 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Finding right software without going broke.**

Brant, Ives  
Computer & Software News, v6, n13, p57(4)  
March 28, 1988

ISSN: 0745-5291 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT; ABSTRACT  
WORD COUNT: 3082 LINE COUNT: 00242

... such as automatic hyphenation, fine control over graphics, and a variety of page views.

Byline's standout feature is a Dbase merge; you can do "data base publishing" by using Dbase records to print **invoices**, **personalized ad flyers**, or **directories**.

There were some problems with the initial version we tested, such as an inability to load text files when it occasionally fails...

120, at 6. Section 2(10)(b), as amended, states: A notice, circular, **advertisement**, letter, or communication in respect of a security shall not be deemed to be a prospectus if it states from whom a written prospectus meeting...

...5536, 1974-1975 Transfer Binder| Fed. Sec. L. Rep. (CCH) paragraph| 80,000 (1974). (135.) Adoption of Amendment to Rule 134 Relating to Investment Company **Advertising**, Securities Act Release No. 5591, 1975 SEC LEXIS 1401 (June 16, 1975). (136.) See supra text accompanying notes 65-70. (137.) Section 11 imposes liability...

...with respect to material misstatements in or omissions from a prospectus or in oral communications. Liability under this section does attach to omitting prospectuses. (138.) **Advertising** by Investment Companies; Proposed Rules and Amendments to Rules, Forms, and Guidelines, Securities Act Release No. 6660, 1986 SEC LEXIS 760 (Sept. 17, 1986) hereinafter... makes the uniform performance calculations and disclosure requirements of Rule 482 applicable to fund supplemental sales literature. For a detailed discussion of the regulation of **advertisements** and supplemental sales literature under both Rule 482 and Rule 34b-1, see Thomas P. Lemke, Gerald T. Lins & A. Thomas Smith III, *Regulations of Investment Companies* (1995). (153.) 17 C.F.R. sections| 230.156. (154.) Id. (155.) **Advertising** by Investment Companies, *Investment Company Act Release No. 10852*, 1979 SEC LEXIS 776 (Aug. 31, 1979). (156.) To satisfy the "substance of" requirement, investment companies...

...not had to put actual performance figures in their prospectuses, which would require them to constantly "sticker" their prospectuses. Instead, the "substance of" a performance **advertisement** is deemed to be in the prospectus so long as the statutory prospectus describes the methodology used to calculate the performance figures. See Dechert Price...

...SEC No-Action Letter, 1979 SEC No-Act. LEXIS 3825 (Nov. 20, 1979). (157.) Rule 482 is, however, subject to one significant limitation--Rule 482 **advertisements** may not contain purchase applications. 17 C.F.R. sections| 230.482. This has led to an uneven playing field between no-load funds and...

...telephone, they are not restricted by sections| 5. A significant number of funds distribute their own shares through direct marketing, however, usually newspaper and magazine **advertisements** and direct mail. Because they are self-distributed, these funds do not have to charge a load, and are referred to as "no-load" funds...

15/3,K/18        (Item 7 from file: 148)  
DIALOG(R)File 148:GALE GROUP TRADE & INDUSTRY DB  
(c)1999 THE GALE GROUP. All rts. reserv.

08258171        SUPPLIER NUMBER: 17527266        (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**The smart way to use data. (database marketing)**  
Orr, Alicia  
Target Marketing, v18, n10, p44(3)  
Oct, 1995  
ISSN: 0889-5333        LANGUAGE: English        RECORD TYPE: Fulltext; Abstract  
WORD COUNT: 1918        LINE COUNT: 00158

... For instance, he explains, it's not necessary to say "Happy 47th Birthday!" Instead just say "Happy Birthday!"

Marketers should use the information in their **database** as a guide to **tailor messages** - without using specific **information** in the **message**. Melissa Hansen, vice president, IQ-Intelligent Marketing Systems, Minneapolis, MN, uses the example of a company planning a **promotional** marketing effort targeting its best customers. The **database** shows that Jane Smith has purchased Product A on May 2 for \$29.95 and bought Product B on June 15 for \$34.95 and Product C on July 5 for \$25.95...A **targeted letter** addressed to her might say:

Dear Jane:

We would like to thank you for being one of our favored customers.  
As you have recently ordered...

**15/3,K/19 (Item 8 from file: 148)**  
DIALOG(R)File 148:GALE GROUP TRADE & INDUSTRY DB  
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08046612 SUPPLIER NUMBER: 17124903 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**ADAMS MEDIA CORPORATION: WHO SAYS JOB HUNTING CAN'T BE FUN?; NEW SOFTWARE PACKAGE TAKES THE GRIND AND ANXIETY OUT OF JOB HUNTING**  
PR Newswire, p804NE008  
August 4, 1995  
LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 1033 LINE COUNT: 00101

... Job hunters select from one of ten letter types (e.g. Response to a Classified Advertisement or Networking Letter) and can almost instantly create a **customized letter**. For each **letter** type, they select from suggested paragraphs and fill in the blanks with their particular skills. FastLetter can write and print a letter automatically for any of the 12,000 hiring managers listed in the **database**.

Sound Interview Strategies

In the job interview feature, job candidates will hear audio clips of some of the most commonly asked interview questions and can...

**15/3,K/20 (Item 9 from file: 148)**  
DIALOG(R)File 148:GALE GROUP TRADE & INDUSTRY DB  
(c)1999 THE GALE GROUP. All rts. reserv.

07766420 SUPPLIER NUMBER: 16739594  
**Programming without tears. (desktop applications have scripts for end-user customization) (Technology & You) (Column)**  
Wildstrom, Stephen H.  
Business Week, n3418, p18(1)  
April 3, 1995  
DOCUMENT TYPE: Column ISSN: 0007-7135 LANGUAGE: ENGLISH  
RECORD TYPE: ABSTRACT

...ABSTRACT: handy and easy-to-use scripts included in the basic programs. Recorded macros can be altered to better fit end-user needs and spreadsheets and **databases** can be customized for personal, home or small office use with the scripts. Form **letters** can be easily **personalized** with programmed-in drop-down lists of items specific to the needs of the user. Microsoft's \$130 Visual Basic for Windows and Novell's...

...fledged visual programming tools that use point-and-click techniques accessible to end users as well. Even business users with little programming experience are becoming **ad hoc** developers. For example, a Price Waterhouse accountant was able to work with a development team to create a rapid prototype of a LISP program...

**15/3,K/21 (Item 10 from file: 148)**  
DIALOG(R)File 148:GALE GROUP TRADE & INDUSTRY DB  
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07759597 SUPPLIER NUMBER: 16736236 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**ADAMS JOBBANK LEADS JOB HUNTERS TO POTENTIAL JOB OPPORTUNITIES AT MAJOR US CORPORATIONS**  
PR Newswire, p0330NE005  
March 30, 1995  
LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
WORD COUNT: 1011 LINE COUNT: 00084

... you or cover letter for the job hunter in seconds. Job hunters select from one of ten letter types (i.e. Response to a Classified

Advertisement or Networking Letter) and can almost instantly create a customized letter. For each letter type, they select from suggested paragraphs and fill in the blanks with their particular skills. FastLetter can write and print a letter automatically for any of the 11,000 hiring managers listed in the database.

Sound Interview Strategies

In the job interview feature, job candidates will hear audio clips of some of the most commonly asked interview questions and can...

**15/3,K/22 (Item 11 from file: 148)**

DIALOG(R)File 148:GALE GROUP TRADE & INDUSTRY DB  
(c)1999 THE GALE GROUP. All rts. reserv.

07673715 SUPPLIER NUMBER: 16389125 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Bon Marche paves database way. (upscale department store chain enters database marketing arena)**

Egol, Len

Direct, v7, n1, p20(1)

Jan, 1995

ISSN: 1046-4174 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT

WORD COUNT: 441 LINE COUNT: 00036

... Among other things, the database is used to saturate neighborhoods with mailings targeted to prospects who come closest to matching best-customer profiles, Boze says.

Database information is also used to personalize mailings to targeted customers for special events, such as the chain's recent 50,000-piece mailing to celebrate its 104th anniversary. "We used laser printing to personalize the letters, each versioned with a special offer or coupon based on consumer demographics, and got a 19% response rate," Boze says.

Versioned Mailings

Bon Marche has about 400 events a year and...

**15/3,K/23 (Item 12 from file: 148)**

DIALOG(R)File 148:GALE GROUP TRADE & INDUSTRY DB  
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06778224 SUPPLIER NUMBER: 14647526 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Keeping patients home on the range. (East Range clinics)**

Brissett, Jane

Corporate Report-Minnesota, v24, n12, p26(1)

Dec, 1993

ISSN: 0279-5299 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT

WORD COUNT: 525 LINE COUNT: 00040

... the Midwest or are looking for an outdoor lifestyle, says Bill Doran.

During his two years as a recruiter, Doran has visited numerous conferences, placed ads in medical journals, hooked up with an on-line database of doctors who want to relocate, and sent 75,000 personalized letters (to which response rates are 1 percent to 2 percent).

The clinics offer a \$100,000 guaranteed first-year salary plus benefits for family physicians...

**15/3,K/24 (Item 13 from file: 148)**

DIALOG(R)File 148:GALE GROUP TRADE & INDUSTRY DB  
(c)1999 THE GALE GROUP. All rts. reserv.

06756703 SUPPLIER NUMBER: 14564018 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**In the mail: Boardroom Lists continues to stimulate, titillate, amuse and inform. (Direct Mail)**

Rosenfield, James R.

Direct Marketing, v56, n6, p58(2)

Oct, 1993

ISSN: 0012-3188 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT; ABSTRACT  
WORD COUNT: 1666 LINE COUNT: 00123

... at Harte Hanks, who's not a guy. We talk about database marketing, but we can't even get a mailing list right.

Speaking of **database** marketing, a renewal mailing I received from ADWEEK shows for the six trillionth time how ...an airplane and says: "Without ADWEEK James R. Rosenfield is flying blind." (This is creative? I think it's insulting. ADWEEK's weekly ration of **ad** agency gossip will hardly make or break my or anyone else's career.) The handsome **letter** is also highly **personalized** and less insulting: "ADWEEK helps James R. Rosenfield navigate through the turbulent world of **advertising** ."

Tired old stuff. Some day ADWEEK (and other magazines) will wake up to the possibilities of database marketing and start doing renewals on a nonmass...

**15/3,K/25 (Item 14 from file: 148)**

DIALOG(R)File 148:GALE GROUP TRADE & INDUSTRY DB  
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06481470 SUPPLIER NUMBER: 13974960 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Electronic delivery and feedback systems come of age.**

Wiesendanger, Betsy  
Public Relations Journal, v49, n1, p10(5)  
Jan, 1993

ISSN: 0033-3670 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT; ABSTRACT  
WORD COUNT: 2866 LINE COUNT: 00220

... such as number of product mentions or whether the article was positive or negative in tone. Also offered with the package is SpinFAX, which creates **personalized** form **letters** and press releases, then automatically faxes them to reporters in SpinControl's media **files** .

NewsTrack, put out by The Right Brain, Inc. in Shoreview, MN, enables users to calculate cost per impression for news clips or broadcast exposure. Users...

**15/3,K/26 (Item 15 from file: 148)**

DIALOG(R)File 148:GALE GROUP TRADE & INDUSTRY DB  
(c)1999 THE GALE GROUP. All rts. reserv.

06392511 SUPPLIER NUMBER: 13462729 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**The perfectly organized search service. (University of Tennessee's Database Search Services) (includes related articles on database training workshops and on ready reference searching)**

Leach, Sandra Sinsel; Spencer, Mary Ellen  
Online, v17, n1, p14(12)  
Jan, 1993

ISSN: 0146-5422 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT; ABSTRACT  
WORD COUNT: 6459 LINE COUNT: 00529

... permitted to access online databases for class demonstrations, collection development work, committee support and training purposes.

**SOLICITING DATABASE TRAINING WORKSHOPS**

An aggressive campaign of annual **promotional** mailings to **database** trainers offers our site for training sessions. **Personalized letters** and mailing labels are generated using WordPerfect and dBASE III PLUS. The approach is systematic and successful.

**COMMUNICATION AND PLANNING**

Once a workshop date has...

**15/3,K/27 (Item 16 from file: 148)**

DIALOG(R)File 148:GALE GROUP TRADE & INDUSTRY DB  
(c)1999 THE GALE GROUP. All rts. reserv.

06202291 SUPPLIER NUMBER: 13538914 (USE FORMAT 7 OR 9 FOR FULL TEXT)

Your electronic ad-sales ally. (contact-management software) (Ad Sales)

Berman, Helen

Folio: the Magazine for Magazine Management, v21, n13, p60(2)

Dec 1, 1992

ISSN: 0046-4333 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT

WORD COUNT: 1162 LINE COUNT: 00088

... the marked file; results codes and reports of action taken, such as "sent media kit," "called agency," "set appointment"; word processing to send form and **customized letters**; contract acknowledgment and contract expiration date reminder; insertion order form and **advertising confirmation**; **database** management to keep and update comp list **file**; mass and customized mail capabilities so that you can send individually addressed and **semi-customized letters** automatically; and pop-up menus that contain selections for quick data entry.

Before you start your software search, set priorities about the features you want...

15/3,K/28 (Item 17 from file: 148)

DIALOG(R)File 148:GALE GROUP TRADE & INDUSTRY DB

(c)1999 THE GALE GROUP. All rts. reserv.

06199168 SUPPLIER NUMBER: 13601405 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**High-tech selling hits home. (computer programs enhances sales in building industry) (includes related article)**

Lurz, William H.

Professional Builder and Remodeler, v57, n15, p100(4)

Nov, 1992

ISSN: 1053-6353 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT

WORD COUNT: 2308 LINE COUNT: 00175

TEXT:

Powerful computer software is available to support builder sales operations. Already, some of this country's most computer-savvy builders are creating and managing **data bases** of prospects--using their computers to generate **personalized follow-up letters** and prompt salespeople into follow-up phone calls. They also are able to monitor sources of traffic and **advertising effectiveness**, develop new housing products for profiles drawn from data, even fine-tune customer services and garner referrals after the sale. Training salespeople to make...

15/3,K/29 (Item 18 from file: 148)

DIALOG(R)File 148:GALE GROUP TRADE & INDUSTRY DB

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06178605 SUPPLIER NUMBER: 12978127 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**"Quick and dirty" company searches: four options. (online searching for company information)**

Rehkop, Barbara L.

Database, v15, n6, p40(4)

Dec, 1992

ISSN: 0162-4105 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT; ABSTRACT

WORD COUNT: 2946 LINE COUNT: 00233

... Standard & Poor's means financial news, like the quarterly earnings or changes in company leadership or stock splits. The news is cumulative between year-end **financial statements** for the **target company** and the **database** is updated every two weeks. "News" does not mean new **product announcements**, or chatty discussions of management styles or strategies as usually viewed in popular business journals. For this sort of information, you might be better served by searching another **database**.

In standard Formats, directory information is provided first, followed by the financial information and news. To me, this is a very logical presentation, which should...

00491163

Companies must handle inquiries more effectively, warns J DeWeese,  
president and creative director, Wolff Associates Inc (Rochester, NY).  
Industrial Marketing June, 1979 p. 0,122+1

He quotes J Wanamaker, the legendary retailer, as saying, 'Half of my advertising is wasted, and I'd cut it out today if I just knew which half it was.' Inquiries are like that too; most inquiries firms receive (as much as 90%) are worthless, but buried among them are the gems. Field sales follow-up to inquiries generated by trade press ads generally are worthless, since most of these follow-up requests get filed in circular files. He proposes a new inquiry handling system (flowchart on page 52) that accomplishes four objectives: providing field sales with leads that can be converted at...

... this reduces the inquiries to a manageable number. Again, these inquiries are answered within two days, either by phone with a prepared script, or a personalized letter with still another reply device. About 6% of the group will contact the firm for the third time, about half of which will buy. At...

**15/3,K/12 (Item 1 from file: 148)**

DIALOG(R)File 148:GALE GROUP TRADE & INDUSTRY DB  
(c)1999 THE GALE GROUP. All rts. reserv.

09661589 SUPPLIER NUMBER: 19541762 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Databases put the direct in direct marketing. (Cover Story)**  
Klitsch, Jay  
Marketing Health Services, v17, n1, p5(3)  
Spring, 1997  
DOCUMENT TYPE: Cover Story LANGUAGE: English RECORD TYPE:  
Fulltext; Abstract  
WORD COUNT: 1841 LINE COUNT: 00155

... even seminars and direct sales, be integrated into an overall strategic program that is based on a marketing database.

Customized Campaigns

With information from the database , marketers can create customized communications that drive a successful direct marketing campaign. Letter copy can be personalized to fit the needs of the consumer, for example, by referring to his or her transaction or purchase history. The marketer could also customize the product's benefits configuration to meet individual needs. Or people who have recently purchased a specific product can be targeted with a special promotion , timed to coincide with their projected needs.

These are not gimmicks. They are proven, effective, and measurable techniques that increase response and drive sales. In...

**15/3,K/13 (Item 2 from file: 148)**

DIALOG(R)File 148:GALE GROUP TRADE & INDUSTRY DB  
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09567923 SUPPLIER NUMBER: 19435470 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Outward bound: building a dialogue with consumers makes marketing work online.**  
Shavers, Dick  
Direct, v9, n5, p73(3)  
April, 1997  
ISSN: 1046-4174 LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 1772 LINE COUNT: 00137

... 45% response to a single research effort and 38,000 filled out research questionnaires, they did not use the information to create a consumer-guided database . They only used the data for traditional demographic profiling and statistical projections to orient their mass advertising messages. Zima could have created segments looking at

customers' actual needs and wants and found a way to create dialogues grounded in **consumer -specific letters** and offers just as Marion Merrell Dow did with Cardizem customers. Had they done so, Zima would have been in position to set a record...

**15/3,K/14 (Item 3 from file: 148)**  
DIALOG(R)File 148:GALE GROUP TRADE & INDUSTRY DB  
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09344683 SUPPLIER NUMBER: 19156312 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Ready, aim, sell. (technology helps companies treat customers like a market of one) (includes related articles on one-to-one marketing and the use of a database to personalize service) (Industry Trend or Event) (Cover Story)**  
Foley, John  
InformationWeek, n618, p34(6)  
Feb 17, 1997  
DOCUMENT TYPE: Cover Story ISSN: 8750-6874 LANGUAGE: English  
RECORD TYPE: Fulltext; Abstract  
WORD COUNT: 3156 LINE COUNT: 00259

... DB2 relational database software. That database draws data from Quantum and uses it to track purchases, rewards, and promotions, and to manage the printing of **billing statements** with **customized offers** and messages. The **database** is capable of supporting hundreds of millions of promotions. "We can **target** specific **offers** to specific customers based on their spending patterns," says executive VP Kelly.

Segment marketing, a natural starting point for one-to-one marketing, has helped...

**15/3,K/15 (Item 4 from file: 148)**  
DIALOG(R)File 148:GALE GROUP TRADE & INDUSTRY DB  
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09191305 SUPPLIER NUMBER: 18955162 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Paradigm hopes for Ovation for direct mail program. (Paradigm Communications)**  
Frederick, Arthur  
Tampa Bay Business Journal, v16, n42, p3(2)  
Oct 11, 1996  
ISSN: 0896-467X LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 1066 LINE COUNT: 00086

... them."  
Furlong says it helps to think of Ovation as an import-export firm.  
It imports a client company's database information, and then exports **targeted customer messages via letter, fax, e-mail or other media.**  
Paradigm, the client or a third-party company can handle actual delivery of the messages.  
In between the importing...

**15/3,K/16 (Item 5 from file: 148)**  
DIALOG(R)File 148:GALE GROUP TRADE & INDUSTRY DB  
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08604483 SUPPLIER NUMBER: 17440726 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Outsourcing refocuses marketing's role.**  
Morrall, Katherine  
Bank Marketing, v27, n10, p40(5)  
Oct, 1995  
ISSN: 0888-3149 LANGUAGE: English RECORD TYPE: Fulltext; Abstract  
WORD COUNT: 3430 LINE COUNT: 00277

... functions that don't relate directly to their business," says Stanley W. Makson, senior vice president of business development for GE Capital Credit Services.

With statement inserting, banks can target market messages to specific customer segments. The bank transmits a copy of its customer statement file to GE Capital with a list of screening criteria. Makson says GE Capital can program up to 75 criteria. For example, a bank might want...

15/3,K/17 (Item 6 from file: 148)  
DIALOG(R)File 148:GALE GROUP TRADE & INDUSTRY DB  
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08267822 SUPPLIER NUMBER: 17440973 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Mutual fund and variable insurance products performance advertising.**  
Kirsch, Clifford E.; Faria, Wendell M.; Conner, W. Thomas  
Business Lawyer, 50, n3, 925-993  
May, 1995  
ISSN: 0007-6899 LANGUAGE: English RECORD TYPE: Fulltext; Abstract  
WORD COUNT: 33928 LINE COUNT: 02822

... the Internet. (78.) Most broker-dealers selling investment company shares are members of the NASD and subject to its Rules of Fair Practice governing investment **advertisements** and supplemental sales literature. Specifically, article II, section 35(c)(1) of the Rules of Fair Practice require **advertisements** and supplemental sales literature concerning registered investment companies to be filed with the NASD's **Advertising** Regulation Department within ten days of first use or publication. In addition, section 35(c)(3)(a) requires each NASD member that has not previously filed **advertisements** with the NASD to **file** its initial **advertisement** at least ten days prior to use and to continue to **file** its **advertisements** at least ten days prior to use for a period of one year. Section 35 generally governs investment company **advertisements** and supplemental sales literature used by NASD member broker-dealers. (79.) See SEC Approve, Communication Guidelines for Variable Products, NASD Notice to Members 94-36...

...Rules of Fair Practice (CCH) paragraph 2195, art. III, section 35 (Apr. 1995). (81.) Id. For the purposes of the Variable Products Guidelines, the terms "**advertisements** and sales literature" include not only the definitions of those terms found in article III, section 35 of the NSD Rules of Fair Practice, but also individualized communications such as **personalized letters** and printed or on-screen computer illustrations. Id. In addition, the approach taken in section 35 in defining the terms "**advertisement**" and "sales literature" differs from that taken in the federal securities laws. (82.) Variable Product Guidelines, supra note 79, at \*3. (83.) Id. at \*3...

...95.) Id. at \*14-\*15. (96.) Id. at \*15. (97.) Id. (98.) See SEC Approves Guidelines Relating to the Use of Rankings in Investment Company **Advertisements** and Sales Literature, NASD Notice to Members 94-60, 1994 NASD LEXIS 63 (Aug. 1994) hereinafter Ranking Guidelines|. The Ranking Guidelines were added to NASD...Rules of Fair Practice, art. III. The NASD has disciplined a member firm and its principals for presenting fund rankings in a misleading manner in **advertisements**. District Business Conduct Committee For District No. 2 v. Pilgrim Distributors Corp., Decision of the National Business Conduct Committee of the National Association of Securities...

...110.) Id. at \*10-\*11. (111.) Id. at (112,) Id. (113.) Id. The NASD apparently has shown some flexibility in applying this requirement to funds **advertising** their rankings created by Morningstar, Inc. Morningstar creates risk-adjusted rankings for three, five, and ten year periods (as well as a composite ranking based on these three, five, and ten year periods), rather than one, five, and ten year periods, but these rankings are used in fund **advertisements** appearing in national newspapers and other publications. (114.) Id. (115.) Id. at \*12-\*13. (116.) Id. at \*13. (117.) Id. (118.) Id. (119.) Id. (120...)

...1) (1954). (127.) Id. section 77j(b). (128.) Senate Report, supra note

File 16:GALE GROUP PROMT(R) 1990-1999/DEC 29  
 (c) 1999 THE GALE GROUP  
 File 160:Gale Group PROMT(R) 1972-1989  
 (c) 1999 The Gale Group  
 File 148:GALE GROUP TRADE & INDUSTRY DB 1976-1999/DEC 29  
 (c) 1999 THE GALE GROUP  
 File 621:GALE GROUP NEW PROD.ANNOU.(R) 1985-1999/DEC 29  
 (c) 1999 THE GALE GROUP  
 File 636:GALE GROUP NEWSLETTER DB(TM) 1987-1999/DEC 28  
 (c) 1999 THE GALE GROUP  
 File 47:GALE GROUP MAGAZINE DB(TM) 1959-1999/DEC 29  
 (c) 1999 THE GALE GROUP  
 File 813:PR Newswire 1987-1999/Apr 30  
 (c) 1999 PR Newswire Association Inc  
 File 275:GALE GROUP COMPUTER DB(TM) 1983-1999/DEC 29  
 (c) 1999 THE GALE GROUP

Set	Items	Description
S1	3090095	STATEMENT? ? OR LETTER? ? OR (BILL OR BILLS) (NOT 10N) (HOUSE OR SENATE OR HR OR CLINTON OR LEGISLAT?) OR INVOICE? ? OR (MONTHLY OR BANK OR FINANCIAL OR BILLING OR ACCOUNT OR UTILITY)- (2N) (STATEMENT? ? OR MAILING?)
S2	6087369	AD OR ADS OR ADVERT? OR (SPECIAL OR PROMOTIONAL OR PRODUCT-) (3W) (ANNOUNCEMENT? OR NOTICE? OR MESSAGE? OR INCENTIVE? OR OFFER? ?) OR INFORMATION?(2W)MESSAGE? OR OFFER? ? OR MESSAGE? - OR PROMOTION?
S3	2048715	CUSTOMI? OR TAILOR? OR PERSONALIZ? OR PERSONALIS? OR TARGET? OR (CUSTOMER? OR CLIENT? ? OR CONSUMER? OR SUBSCRIBER? OR SHOPPER?) (2N) (SPECIFIC OR DIRECT OR DIRECTED OR VARIABLE(1W) (- INFORMATION OR DATA))
S4	2048734	DATABASE? OR DATA() (BASE? ? OR BANK? ?) OR DATA() WAREHOUS? OR DATABANK? OR FILE OR FILES OR DATAWAREHOUS?
S5	368	S1(S)S2(5N)S3(S)S4
S6	1540	S1(3N)S3(3N)S2
S7	245	S1(3N)S3(S)S2(S) (S4 OR DATA(1N) INPUT)
S8	170	RD (unique items)
S9	134	S8 NOT PD=>970415
S10	2409211	AD OR ADS OR ADVERTI?EMENT? OR ADVERTI?ING OR (SPECIAL OR - PROMOTIONAL OR PRODUCT) (3W) (DEAL? ? OR ANNOUNCEMENT? OR NOTICE? OR MESSAGE? OR INCENTIVE? OR OFFER? ? OR PROMOTION?) OR INFORMATION?(2W)MESSAGE?
S11	10152	S3(1W) (OFFER? ? OR MESSAGE? ?)
S12	2413930	S10 OR S11
S13	77	S1(3N)S3(S)S12(S) (S4 OR DATA(1N) INPUT)
S14	61	RD (unique items)
S15	49	S14 NOT PD=>970415
S16	2560087	STATEMENT? ? OR (BILL OR BILLS) (NOT 10N) (HOUSE OR SENATE OR HR OR CLINTON OR LEGISLAT?) OR INVOICE? ? OR (MONTHLY OR BANK OR FINANCIAL OR BILLING OR ACCOUNT OR UTILITY) (2N) (STATEMENT? ? OR MAILING?)
S17	523	S16(5N)S3(S)S12
S18	497	S17 NOT (S5 OR S13)
S19	273	S18 NOT PD=>970415
S20	220	RD (unique items)
S21	738884	CUSTOMI? OR TAILOR? OR PERSONALIZ? OR PERSONALIS? OR (CUSTOMER? OR CLIENT? ? OR CONSUMER? OR SUBSCRIBER? OR SHOPPER?) (2N) (SPECIFIC OR DIRECT OR DIRECTED OR VARIABLE(1W) (INFORMATION OR DATA))
S22	159	S16(3N)S21(S) (S10 OR S21(1W) (OFFER? ? OR MESSAGE? ?))
S23	149	S22 NOT (S13 OR S5)
S24	104	RD (unique items)
S25	64	S24 NOT PD=>970415
S26	61	S25 NOT (E()BILL OR ELECTRONIC() (BILL OR BILLING))
S27	43	S26 NOT (FDA OR COMACHO OR BRAMHALL OR ESPN OR CITIPHONE OR CATALOG OR BILL()STUFFER?)

15/3,K/1 (Item 1 from file: 16)  
DIALOG(R)File 16:GALE GROUP PROMT(R)  
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04848618 Supplier Number: 47132936 (USE FORMAT 7 FOR FULLTEXT)

**Market of One: Ready, Aim, Sell!**

Foley, John  
InformationWeek, p034  
Feb 17, 1997  
Language: English Record Type: Fulltext  
Document Type: Magazine/Journal; Tabloid; General Trade  
Word Count: 2895

... DB2 relational database software. That database draws data from Quantum and uses it to track purchases, rewards, and promotions, and to manage the printing of **billing statements** with **customized offers** and messages. The **database** is capable of supporting hundreds of millions of promotions. "We can **target** specific **offers** to specific customers based on their spending patterns," says executive VP Kelly.

Segment marketing, a natural starting point for one-to-one marketing, has helped...

15/3,K/2 (Item 2 from file: 16)  
DIALOG(R)File 16:GALE GROUP PROMT(R)  
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03397203 Supplier Number: 44720953  
**Sherwin-Williams Paints a Database**  
Direct, v0, n0, p11  
June, 1994  
Language: English Record Type: Abstract  
Document Type: Magazine/Journal; Trade

**ABSTRACT:**

Sherwin-Williams (Cleveland, OH) has developed a Prosell in-house **database** -driven direct marketing program, generating 2,400 new professional contractor customers & \$1.5 mil in store sales in the Eastern division, according to Terry Gould, dir of marketing communications for the group. The **database** uses sales leads from trade shows and **ads** in trade publications, as well as point-of-sale information from the stores, which is downloaded nightly to the mainframe computer system in Cleveland. The **database** then selects professional contractors by SIC to receive its **promotional** magazine, 'Professional Painting Contractor.' The **database** currently contains 750,000 records with 95% mail deliverability. The **database** also targets customers for reactivation through **personalized letters** over a 90-d period during the peak spring season, including \$20 Bonus Buck coupons. The company also uses its SNAAP program to build new... ...000 new prospects and over \$3.5 mil in new business in 2 yrs. Sherwin-Williams currently spends over 50% of its business-to-business **ad** dollars on such **database** marketing.

...

15/3,K/3 (Item 3 from file: 16)  
DIALOG(R)File 16:GALE GROUP PROMT(R)  
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02002597 Supplier Number: 42569332 (USE FORMAT 7 FOR FULLTEXT)

**Is There Anybody Left To Target In A Recession?**

National Underwriter Life & Health-Financial Services Edition, p18  
Dec 2, 1991

Language: English Record Type: Fulltext  
Document Type: Magazine/Journal; Trade  
Word Count: 900

... you know?" Let them select from your list.

Tactic #6. Keep cultivating your current client or prospect list. It's a common mistake to stop **promotional** activities during recessionary times. Send out a newsletter or articles of interest to individuals on your mailing list. Get their names into a **data base** and segment them by industry or club. Send them **personalized** notes and **letters**. Stay in touch with these people so when the window of opportunity opens, you'll be first in line.

How should you begin to approach...

**15/3,K/4 (Item 4 from file: 16)**  
DIALOG(R)File 16:GALE GROUP PROMT(R)  
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01338087 Supplier Number: 41579148  
**A Warm Welcome**  
Direct Marketing, v53, n6, p32  
Oct, 1990  
Language: English Record Type: Abstract  
Document Type: Magazine/Journal; Trade

**ABSTRACT:**

...company's mailings are to familiarize new homeowners with local businesses. In GTKY's 'Welcome To Your New Home' package is a telephone book, coupons, **ads** and a **personalized welcome letter** from a local official. GTKY has a **database** list containing some 10 mil names, which it rents to other companies. Eventually, Stu Siegal, VP-mktg, hopes to reach 2-2.5 mil homeowners...

...or merchandise in the package. GTKY allows companies to test market products and ideas through ridealongs. GTKY surveys its customers 2X/yr to expand its **database** and get information for retailers. The company is trying to develop a saturation mailing operation as well as the lead generation aspect of the business.

...

**15/3,K/5 (Item 5 from file: 16)**  
DIALOG(R)File 16:GALE GROUP PROMT(R)  
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01139347 Supplier Number: 41290332  
**QUIK-POLL SURVEY SYSTEM ADDS FOLLOW-UP MAILING CAPABILITY**  
News Release, p1  
April 23, 1990  
Language: English Record Type: Abstract  
Document Type: Magazine/Journal; Trade

**ABSTRACT:**

...announced an enhancement to its micro-computer Quik-Poll Survey System which allows names and addresses of respondents to surveys to be captured in a **data base** when replies to surveys are entered. The names can then be used to print mailing labels for follow-up surveys or transferred to a word processing program for **personalized letters**. Addresses can be sorted by zip code or alphabetically by name. Lists of names can be automatically selected based on responses to the survey, a useful feature for follow-up letters. Quik-Poll is a system which was developed over a period of two years for **advertising** and marketing agencies. It is now being offered to marketing and **advertising** departments of corporations interested in doing their own in-house surveys at low cost.

...

**15/3,K/6 (Item 1 from file: 160)**  
DIALOG(R)File 160:Gale Group PROMT(R)  
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01789938

Alcemyst Systems, Inc. has introduced the EXECUTIVE SEARCH REGISTRY, a personal computer software solution for the business executive on a fast track career pat

News Release September 7, 1987 p. 1

...the EXECUTIVE SEARCH REGISTRY, a personal computer software solution for the business executive on a fast track career path. The Executive Search Registry is a **database** containing information about Executive Search Firms as well as the integrated software to use this **database** to effectively find a new job. The Executive Search Registry **database** contains nearly 1000 Executive Search Firms. All of the Executive Recruiters in this exclusive nationwide **database** conduct employer - paid searches. Listings include everyone from the major national search firms to recruiters who specialize in such areas as agri-business and physicians. The **database** contains information about: The industry, functional, and geographical areas in which these search firms specialize. Over 50 industries and 30 functions (marketing, manufacturing, etc.) are...

... median salaries of the searches conducted by these firms. Contact information for search firm principals. Job hunters can use the Executive Search Registry System and **Database** to efficiently manage their search. Instead of randomly mailing resumes to "headhunters", users can select recruiters based on any combination of up to 15 different...

... specialize in marketing and who only do searches for positions with salaries of \$45,000 or higher. The job seeker can also create resumes and **personalized letters** using the system's built-in word processor. Input from other popular word processors can also be used. The individually customized **database** can then be used to create mailings to Executive Search Firms and other employment leads using the system's "mailmerge" techniques. The Executive Search Registry...

... progress, job hunters can use the on-line inquiry/update features to keep track of their entire "network" of job leads -- search firms, newspaper employment **ads**, personal referrals, etc. There is also a report-writer which can produce, for example, listings of key contacts, newspaper **ads** by date, and other reports to streamline a user's search. Customized reports can also be created.

Full text available on PTS New Product Announcements.

...

15/3,K/7 (Item 2 from file: 160)  
DIALOG(R)File 160:Gale Group PROMT(R)  
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01604696

Inquiry Intelligence Systems Offers "IQ Systems" Software.  
NEWS RELEASE March 11, 1987 p. 11

... Multographics, Consolidated Aluminum, Duke Manufacturing, and McDonnell Douglas's Vitek Division. Main features of the "IQ Systems" program are: \* Data entry of raw inquiries from **advertisement**, press releases, trade shows, etc. into a computer **data base**. \* Printing of mailing labels for initial literature distribution and printing of sales lead notices to the entire sales force for each inquiry. \* Printing of **personalized letters** to the inquirer. \* Printing of customized forms such as forms for telemarketing, etc. \* Printing of 'Hot' lead notices to notify the salesforce of qualified leads...

15/3,K/8 (Item 3 from file: 160)  
DIALOG(R)File 160:Gale Group PROMT(R)  
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01602786

KEY SYSTEMS ANNOUNCES PROSPECTING (R) PLUS SOFTWARE FOR SALES AND MARKETING PROFESSIONALS.

... paperwork load and free personnel for what they do best -- selling. With Prospecting Plus, free-form notes are stored and recalled almost instantly. A powerful **file** -search capability creates call lists, **customized letters**, envelopes, and labels, produces follow-up advice, and generates **advertising** and marketing analyses and sales forecasts and histories. A built-in word processor creates "Fast Answer" letters so requests can be filled quickly. Prospect records...

... for prompt action. Much of this information can be inserted automatically for speedy record entry. Multi-user computer systems and networks share the same prospect **file**; Prospecting Plus even allows the transfer of information among users and locations. An optional automatic telephone dialer supports telemarketing and dials the telephone number of  
...

**15/3,K/9 (Item 4 from file: 160)**  
DIALOG(R)File 160:Gale Group PROMT(R)  
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01487599

**KEY SYSTEMS, INC , ANNOUNCES CUSTOM PUBLISHER PROGRAM FOR PROSPECTING.**  
NEWS RELEASE July 17, 1986 p. 11

... tracks leads and inquiries from the date of first inquiry through the entire sales process, including follow-on sales and support. The system will print **personalized letters** using **letter files** created by its own letter generator or letters created by most word processors and will also print envelopes, cards and labels. In addition, the system will generate marketing and **advertising** analysis reports. Other features include multi-user capabilities, with record and **file** locking, password protection, and extensive **file** searching.  
...

**15/3,K/10 (Item 5 from file: 160)**  
DIALOG(R)File 160:Gale Group PROMT(R)  
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01333002

**Why direct selling is now a crucial tool for big business.**  
INTERNATIONAL MANAGEMENT March, 1986 p. 38-461

...customers. Once relegated to 'junk-mail' offerings, direct marketing now uses computerization and high-speed printing techniques. Technological advancements allow global marketers to keep computer **files** on their clients and their needs and use the data to work out who is likely to buy what. For example, Mattel sends letters to homes of young girls 'written' by its Barbie doll urging membership in the doll's fan club, while Peugeot (France) regularly sends **personalized letters** to its customers all over Europe, telling them when they need to plan service calls, or offering discounts on auto-related products. Other companies use direct-marketing to find new customers they can add to those already on their **files**. This is done by renting lists from brokers and agencies that compile names from public records, by offering toll-free telephone facilities to order a...

... product information. In 1985, US firms spent at least \$90 billion telephoning customers, while European firms spent \$3 billion mailing catalogues and magazines. Virtually all **ad** agencies now provide direct-marketing services vs almost none 10 years ago.  
...

**15/3,K/11 (Item 6 from file: 160)**  
DIALOG(R)File 160:Gale Group PROMT(R)  
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ISSN: 0884-0997

Presents a mixed review of CAT III (\$495), a contact- and correspondence-management system from Chang Labs, San Jose, CA (408). The program is a relational **database** which allows each account to have an unlimited number of contacts, each of which can have 16 pages of notes associated with it. The program **offers** user-definable fields for each contact, and note fields can contain an unlimited number of keywords which can be used to generate **personalized letters**. The word processor, which is improved over previous versions, still lacks many features common in stand-alone word processors. Criticizes the program for an unintuitive feel a failure to adhere to Apple's Human Interface Guidelines. program allows the user to browse without entering changes, which will cause the changes to be lost, and the documentation is confusing and incomplete. Includes three screen displays. (djd)

6/7/17 (Item 11 from file: 233)

DIALOG(R)File 233:Microcomputer Abstracts  
(c) 1999 Information Today Incl. All rts. reserv.

00220675 90PK07-319

**g4 adds database, word processor to its forms-processing package**

Picarille, Lisa

PC WEEK , July 23, 1990 , v7 n29 p27, 28, 2 Pages

ISSN: 0740-1604

Reports that g4 of Redondo Beach, CA (213) announced the release of PowerForms v. 2.0 (\$139.95), a forms processing program. Says this upgrade adds a relational **database**, a word processor, and downloadable shift fonts; **offers** dot-matrix printer support; and allows users data entry via status bars. Also says 20 pre-defined templates, which may be **customized** by adding company logos, for generation of business **letters**, sales orders, invoices and packaging lists; but the program does not allow creation and design of forms from scratch. (tbc)

6/7/18 (Item 12 from file: 233)

DIALOG(R)File 233:Microcomputer Abstracts  
(c) 1999 Information Today Incl. All rts. reserv.

00100879 85LS01-012

**DataFiler and Merge 'n Print**

Anon

Library Software Review , Jan/Feb 1985 , v4 n1 p44-45, 2 Pages

Announces the release of DataFiler Computerized Filing System (\$195) and Merge 'n Print (\$100) from MBS Software for the IBM Personal Computer. Describes the first as a program to use with MultiMate word processing program to prepare **personalized** form **letters**. Merge 'n Print facilitates merging Lotus 1-2-3, VisiCalc, dBASE II, First Class Mail, TIM and other program **files** to create **personalized** form **letters**.

9/3,K/1 (Item 1 from file: 2)

DIALOG(R)File 2:INSPEC

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4443981

**Title: Geomapping opportunities for publishers**

Journal: Circulation Management vol.8, no.4 p.32-4, 36, 52

Publication Date: April 1993 Country of Publication: USA

CODEN: CIRMEZ ISSN: 0888-8191

Language: English

Abstract: As more publishing operations assemble relational **databases** as a means of better understanding and serving current and potential sub-subscribers and product buyers. Computerized desktop mapping is becoming one more tool in the arsenal that lets circulators, marketing managers, and **advertising** sales reps **target** their **offers** in a much more specific manner. For a publishing operation, mapping current and potential subscribers has several benefits. Advertisers can visualize data in a way not possible with a circulation **statement**'s rows and columns of numbers. And circulation professionals can more easily manage their subscription **databases**.

...Descriptors: relational **databases**

...Identifiers: relational **databases** ;

9/3,K/2 (Item 1 from file: 6)

DIALOG(R)File 6:NTIS

COMP&DISTR 1998 NTIS, INTL COPYRIGHT ALL RIGH. All rts. reserv.

1828510 NTIS Accession Number: ED-368 352

**Marketing Your Library Program--More than a PR Campaign**

Brown, G. R.

Corp. Source Codes: 888888888

Jul 92 41p

Languages: English

Journal Announcement: GRAI9422

Paper presented at the Annual Meeting of the International Association of School Librarianship (21st, Belfast, Northern Ireland, United Kingdom, July 20-24, 1992).

Available from ERIC Document Reproduction Service (Computer Microfilm International Corporation), 3900 Wheeler Ave., Alexandria, VA 22304-5110.

NTIS Prices: Not available NTIS

... concept of marketing was applied to school library media programs by examining the relationship between library media programs, the marketing plan, public relations (PR), and **promotion**. Reachable goals, **targeting** the audience, **advertising**, and motivation and commitment of the staff were also considered, and successful marketing dynamics were shared. Participants were invited to prepare mission **statements** and to share them with other participants. Sections of this paper include: (1) a definition of the library media program; (2) a worksheet for describing...

... for implementing a simple marketing plan; (6) seven goals for the marketing plan; (7) a handout for living with change; (8) a worksheet for information **files**; (9) a list of the 10 commandments of human relations; and (10) a 15-item bibliography. (SLD).

9/3,K/3 (Item 1 from file: 34)

DIALOG(R)File 34:SCISEARCH(R) CITED REF SCI

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03824669 Genuine Article#: QJ169 No. References: 0

**Title: DIGITAL GEOLOGICAL MAP PRODUCTION IN THE UNITED-KINGDOM - MORE THAN JUST A CARTOGRAPHIC EXERCISE**

Author(s): NICKLESS EFP; JACKSON I

Corporate Source: BRITISH GEOL SURVEY,DIGITAL SYST GRP/NOTTINGHAM//ENGLAND/

Journal: EPISODES, 1994, V17, N3 (SEP), P51-56

ISSN: 0705-3797

Language: ENGLISH Document Type: ARTICLE (Abstract Available)

**Abstract:** Geological maps produced by national geological surveys have changed little since 1815. Such maps have many disadvantages however: They are time-limited **statements**, constrained by the extent of data and understanding of geological processes. With the ever-increasing volumes of new data, the need to rapidly update geological maps has become pressing. In the BGS this need has led to the creation of digital, spatially related geological **databases** which **offer** the potential to generate **customised** geological maps with improved clarity, consistency and quality over traditional map series.

The prime advantage is an ability to capture and link the spatial and...

13/5/27 (Item 10 from file: 233)  
DIALOG(R)File 233:Microcomputer Abstracts  
(c) 1999 Information Today Incl. All rts. reserv.

00114543 85IW12-344

**Infomerge creates customized letters and legal papers**  
Groth, Nancy  
InfoWorld , Dec 23 1985 , v7 n51 p49, 1 Pages  
ISSN: 0199-6649  
Languages: English  
Document Type: Product Announcement  
Geographic Location: United States  
Descriptors: PRODUCT ANNOUNCEMENT ; MAIL LIST; APPLE II  
Identifiers: Infomerge; Anubis Software; Apple II

13/5/28 (Item 11 from file: 233)

DIALOG(R)File 233:Microcomputer Abstracts  
(c) 1999 Information Today Incl. All rts. reserv.

00057083 8333329

**VIC 20 users can create documents with Wordcraft 20**  
InfoWorld , Jun 20 1983 , v5 n25 p9, 1 page  
ISSN: 0199-6649  
Languages: English  
Document Type: Brief Note  
Geographic Location: United States  
Reports that United Microware Industries now markets a word processing package for VIC 20 users. Notes that Wordcraft 20 (\$14.95) creates documents, correspondence, **personalized form letters** and mailing lists.  
Descriptors: Product Announcement ; \*Word Processing; \*VIC-20  
Identifiers: Wordcraft 20; United Microware Industries

13/5/29 (Item 1 from file: 94)

DIALOG(R)File 94:JICST-EPLUS  
(c)1999 JAPAN SCIENCE AND TECH CORP(JST). All rts. reserv.

01376875 JICST ACCESSION NUMBER: 91A0386140 FILE SEGMENT: JICST-E  
Customization **for telephone bill calculation system.**  
EJIRI MITSUTOSHI (1); HARADA ASURO (1)  
(1) Fujitsu Ltd.  
Denshi Joho Tsushin Gakkai Zenkoku Taikai Koen Ronbunshu(Spring National Convention Record, the Institute of Electronics, Information and Communication Engineers), 1991, VOL.1991, NO.Spring Pt 3, PAGE.3.101, FIG.2  
JOURNAL NUMBER: G0508ADY  
UNIVERSAL DECIMAL CLASSIFICATION: 621.395 621.395.33/.38  
LANGUAGE: Japanese COUNTRY OF PUBLICATION: Japan  
DOCUMENT TYPE: Conference Proceeding  
ARTICLE TYPE: Short Communication  
MEDIA TYPE: Printed Publication  
DESCRIPTORS: **message** billing system; telephone; fee; exchange system; order production; overseas construction; calculation  
BROADER DESCRIPTORS: method; voice communication; telecommunication; communication apparatus; equipment; production method; construction(work)  
CLASSIFICATION CODE(S): ND11030P; ND11020E

2. Description of the Related Art

In recent years computer directed printers have been utilized in connection with large volume mailings related to **advertising** or solicitation campaigns. In particular, the information contained in the computer's data input **system** which includes the normal addressee mailing information for printing the envelope has also been used in various forms to "personalize" the pre-printed **advertising** materials being transmitted. In its simplest and most common form, this personalization might constitute **the** inclusion of the addressee's name in a salutation line in **what** otherwise would be recognized as a form **letter**. The intended effect of such **personalized advertising messages** is, of course, to capture and **maintain** the attention of the addressee **for the purpose** of having him read all the information transmitted. These personalization techniques have resulted in increased returns to the **advertiser** thereby enhancing their value as a selling or solicitation medium.

In addition, the computer **directed** printing devices have been used in conjunction with continuous high speed web printing equipment to produce advertising materials that include not only personalized salutations, but

...

...throughout the advertising material. Up to the present the formats for such personalized mass-produced mail advertising materials have been limited by economic considerations to **letters** or **simple** brochures.

Another useful **format** for advertising materials is the pocket folder. These folders generally include a number of insert pages which are typically assembled by hand in a desired...

?

File 2:INSPEC 1969-1999/Nov W4  
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File 77:Conference Papers Index 1973-1999/Nov  
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File 34:SCISEARCH(R) CITED REF SCI 1990-1999/DEC W4  
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Set	Items	Description
S1	183753	STATEMENT? ? OR LETTER? ? OR (BILL OR BILLS) (NOT 10N) (HOUSE OR SENATE OR HR OR CLINTON OR LEGISLAT?) OR INVOICE? ? OR (M- ONTLY OR BANK OR FINANCIAL OR BILLING OR ACCOUNT OR UTILITY)- (2N) (STATEMENT? ? OR MAILING?)
S2	761936	AD OR ADS OR ADVERT? OR (SPECIAL OR PROMOTIONAL OR PRODUCT- ) (3W) (ANNOUNCEMENT? OR NOTICE? OR MESSAGE? OR INCENTIVE? OR O- FFER? ?) OR INFORMATION? (2W) MESSAGE? OR OFFER? ? OR MESSAGE? - OR PROMOTION?
S3	671333	CUSTOMI? OR TAILOR? OR PERSONALIZ? OR PERSONALIS? OR TARGE- T? OR (CUSTOMER? OR CLIENT? ? OR CONSUMER? OR SUBSCRIBER? OR - SHOPPER?) (2N) (SPECIFIC OR DIRECT OR DIRECTED OR VARIABLE(1W) (- INFORMATION OR DATA))
S4	614140	DATABASE? OR DATA() (BASE? ? OR BANK? ?) OR DATA() WAREHOUS? OR DATABANK? OR FILE OR FILES OR DATAWAREHOUS?
S5	19	S1(10N)S3 AND S2 AND S4
S6	18	RD (unique items)
S7	8	S1 AND S2(5N)S3 AND S4
S8	3	S7 NOT S5
S9	3	RD (unique items)
S10	62	S1(4N)S3 AND S2
S11	50	S10 NOT (S5 OR S7)
S12	41	S11 NOT PY,CY=1998:1999
S13	38	RD (unique items)
S14	72	AU=(LIBMAN R? OR LIBMAN, R?)
S15	0	S14 AND S3(10N) (S1 OR S2)

6/7/1 (Item 1 from file: 2)

DIALOG(R)File 2:INSPEC

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6039959 INSPEC Abstract Number: B9811-6130-156, C9811-1250C-066

**Title: Deterministically annealed design of speech recognizers and its performance on isolated letters**

Author(s): Rao, A.; Rose, K.; Gersho, A.

Author Affiliation: Dept. of Electr. & Comput. Eng., California Univ., Santa Barbara, CA, USA

Conference Title: Proceedings of the 1998 IEEE International Conference on Acoustics, Speech and Signal Processing, ICASSP '98 (Cat. No.98CH36181)  
Part vol.1 p.461-4 vol.1

Publisher: IEEE, New York, NY, USA

Publication Date: 1998 Country of Publication: USA 6 vol. lxiii+3816 pp.

ISBN: 0 7803 4428 6 Material Identity Number: XX98-01407

U.S. Copyright Clearance Center Code: 0 7803 4428 6/98/\$10.00

Conference Title: Proceedings of the 1998 IEEE International Conference on Acoustics, Speech and Signal Processing

Conference Sponsor: IEEE Signal Process. Soc

Conference Date: 12-15 May 1998 Conference Location: Seattle, WA, USA

Language: English Document Type: Conference Paper (PA)

Treatment: Theoretical (T); Experimental (X)

Abstract: We attack the general problem of HMM-based speech recognizer design, and in particular, the problem of isolated letter recognition in the presence of background noise. The standard design method based on maximum likelihood (ML) is known to perform poorly when applied to isolated **letter** recognition. The minimum classification error (MCE) approach directly **targets** the ultimate design criterion and **offers** substantial improvements over the ML method. However, the standard MCE method relies on gradient descent optimization which is susceptible to shallow local minima traps. We propose to overcome this difficulty with a powerful optimization method based on deterministic annealing (DA). The DA method minimizes a randomized MCE cost subject to a constraint on the level of entropy which is gradually relaxed. It may be derived based on information-theoretic or statistical physics principles. DA has a low implementation complexity and outperforms both standard ML and the gradient descent based MCE algorithm by a factor of 1.5 to 2.0 on the benchmark CSLU spoken letter **database**. Further, the gains are maintained under a variety of background noise conditions. (9 Refs)

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6/7/2 (Item 2 from file: 2)

DIALOG(R)File 2:INSPEC

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03983278 INSPEC Abstract Number: C91065209

**Title: Names and addresses for mail merge**

Author(s): Brown, S.

Journal: C&L Applications vol.5, no.1 p.6-7

Publication Date: July-Aug. 1991 Country of Publication: UK

CODEN: CLAPEE ISSN: 0957-4085

Language: English Document Type: Journal Paper (JP)

Treatment: Practical (P)

Abstract: Most modern word processors have a mail merge facility. This allows you to create an outline letter with gaps for the recipient's name and address and a suitable salutation. A 'control' **file** of names and addresses is then created separately, and the information in the two **files** merged to print a '**personalised**' **letter** to each recipient. Many online **database** hosts will **offer** to sell you names and addresses on diskette for this purpose. Take considerable time and trouble to specify in writing exactly what you expect on the diskette, and do not pay anything until you are satisfied that the specification ha been fully met. (0 Refs)

6/7/3 (Item 3 from file: 2)

DIALOG(R)File 2:INSPEC

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03242898 INSPEC Abstract Number: C88064689

**Title: OS/2 Query Manager overview and prompted interface**

Author(s): Watson, S.L.

Author Affiliation: Div. of Entry Syst., IBM, Austin, TX, USA

Journal: IBM Systems Journal vol.27, no.2 p.119-33

Publication Date: 1988 Country of Publication: USA

CODEN: IBMSA7 ISSN: 0018-8670

Language: English Document Type: Journal Paper (JP)

Treatment: Practical (P)

Abstract: Operating System/2 Query Manager provides a user interface for both novice and sophisticated **database** users of the OS/2 **Database** Services. It **offers** defaults and standard options for the novice user. Prompting provides access to the **database** without requiring extensive knowledge of Structured Query Language (SQL), yet it also allows the advanced user to completely **customize** screens and reports. Direct keying of SQL **statements** is allowed as a fast path for the knowledgeable SQL user. Functions of OS/2 Query Manager are described, including details of the user interface. (4 Refs)

6/7/4 (Item 4 from file: 2)

DIALOG(R)File 2:INSPEC

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02349126 INSPEC Abstract Number: D84003092

**Title: When mass loses appeal (direct marketing)**

Author(s): Schmid, W.

Journal: Marketing vol.19, no.2 p.55-60

Publication Date: 11 Oct. 1984 Country of Publication: UK

CODEN: MARKBC ISSN: 0025-3650

Language: English Document Type: Journal Paper (JP)

Treatment: Practical (P)

Abstract: From Sydney to Stockholm direct marketing is coming into its own. Once the poor cousin of **advertising**, direct marketing is now booming into a multibillion pound industry. This trend is largely dictated by the declining consumer response to classical **ads**. The louder the mass appeals are trumpeted at the discriminating consumer of the 80s, the more he yearns for an individual and credible approach. And credibility, it can be argued, is more easily gained through dialogue-by telephone, home terminal or **personalised letter** -than through an outdoor billboard. This increasing sophistication of the consumer is also matched by the increasing sophistication of technology. Computerised mailing systems, new forms of folding, cutting and stuffing, and single sheet laser printing are turning direct marketers into high-level specialists. Only a specialist can effectively manage the interplay of the **database**, marketing goal, personal appeal and tools to do it efficiently and quickly. (0 Refs)

6/7/5 (Item 5 from file: 2)

DIALOG(R)File 2:INSPEC

(c) 1999 Institution of Electrical Engineers. All rts. reserv.

02311854 INSPEC Abstract Number: D84002540

**Title: The well-wired marketer**

Journal: Executive vol.26, no.8 p.34-7

Publication Date: Sept. 1984 Country of Publication: Canada

CODEN: EXECDW ISSN: 0014-4509

Language: English Document Type: Journal Paper (JP)

Treatment: General, Review (G)

Abstract: Properly accessed, production, inventory and sales data can provide profitable insights into precisely who's buying what products. Once you know who you're after, computer-generated sales pitches can zero in with amazingly **personalized letters**. At Hudson's Bay Wholesale, a Toronto-based division of the giant Hudson's Bay Co., they are tuning in to

the competitive advantages of marketing-information systems. This \$522 million (gross annual sales) wholesaler of cigarettes, candy, sundries and groceries, plans to boost its own market position by offering customers and suppliers the opportunity to plug in for more marketing information right from its **data base**. Based on an IBM mainframe which consolidates information from 40 NCR 9300 large minicomputers in 42 branches across the country, the flexible information exchange should be available in about a year to **offer** national customers insight into how sales of products are progressing-as they're progressing. Many companies have already put computers to work at the front end of their businesses, in their efforts to research a market before exploiting it, for example; and at the tail end, to track invoices and sales. (0 Refs)

**6/7/6 (Item 6 from file: 2)**

DIALOG(R)File 2:INSPEC

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02271028 INSPEC Abstract Number: C84030958, D84001685

**Title: NewWord**

Author(s): McCarthy, M.  
Journal: Computers & Electronics vol.22, no.6 p.46-8, 96-7  
Publication Date: June 1984 Country of Publication: USA  
CODEN: CMELDS ISSN: 0032-4485  
Language: English Document Type: Journal Paper (JP)  
Treatment: General, Review (G); Practical (P)  
Abstract: NewWord is a powerful and sophisticated word processing software, offering most of the capabilities of more costly, dedicated free-standing systems. NewWord is designed to handle not only simple business or personal correspondence but also much larger, more complex bodies of text. The software also allows you to assemble documents from separate **files**, some of them containing 'boiler plate' text. This lets you produce highly **customized** form **letters**, contracts and the like, all automatically. In comparison with WordStar, NewWord is lower priced, **offers** more features, is faster, and is better supported. Although somewhat tricky for a novice to learn, NewWord **offers** significant advantages to the already experienced user of WordStar, or to anyone who has been considering moving up to WordStar. (0 Refs)

**6/7/7 (Item 1 from file: 233)**

DIALOG(R)File 233:Microcomputer Abstracts

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00459162 97PI05-060

**M.Y.O.B. Accounting 7.0**

White, Thomas  
PC Magazine , May 6, 1997 , v16 n9 p212, 1 Page(s)  
ISSN: 0888-8507  
Company Name: BestWare  
Product Name: M.Y.O.B. Accounting

Presents a favorable review of M.Y.O.B. Accounting 7.0 (\$84.95, \$134.95 with payroll), an accounting program from BestWare Inc., Rockaway, NJ (800, 201). The program requires a 386-based PC or better with 8MB RAM, 25MB hard disk space, and Windows 3.1 or later. This version has a new setup routine which walks the new user through company creation and provides over 100 sample charts of accounts. It provides a multimedia presentation demonstrating its basics. It has an intuitive interface which shows a flow map of available tasks and the order in which they should be performed. It allows changing posted transactions on the fly or by posting reverse entries. Its card **file** metaphor for maintaining customer, vendor, and employee records **offers** up to 26 user-defined identifiers and it can **customize** checks, **invoices**, and all forms to meet specific needs. It **offers** ease of use, good functionality, and flexibility. Includes one screen display. (djd)

**6/7/8 (Item 2 from file: 233)**

DIALOG(R)File 233:Microcomputer Abstracts  
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00423705 96PM05-083

**Adams Resumes**

Kahney, Leander

PC/Computing , May 1, 1996 , v9 n5 p216, 1 Page(s)

ISSN: 0899-1847

Company Name: Adams Media

Product Name: Adam Resumes & Cover Letters

Presents a favorable review of Adams Resumes & Cover Letters (\$30), an employment aiding program from Adams Media Corp. (800, 617). The program **offers** FastResume and FastLetter modules which can allow the user to create a **customized** resume and cover **letter** within minutes by merely entering career and education details. The program provides suggestions to keep ideas coming and if the user gets stuck instructive tutorials are provided to walk him/her through the application process. The program **offers** numerous samples resumes and cover letters which can be adapted to the user's needs. The program includes an address book and diary which can be used to keep track of contacts. Users with a fax modem and Windows 95 can send their resumes without leaving the program. The package includes free access to the Adams JobBank Online **database** with listing for more than 2,000 current job openings. Includes one screen display. (djd)

6/7/9 (Item 3 from file: 233)

DIALOG(R)File 233:Microcomputer Abstracts

(c) 1999 Information Today Incl. All rts. reserv.

00396633 95ML09-019

**CollegeView**

Mainzer, Edward A

MultiMedia Schools , September 1, 1995 , v2 n4 p81-82, 2 Page(s)

ISSN: 1075-0479

Company Name: CollegeView

Product Name: CollegeView

Presents a mixed review of CollegeView (\$295), **database** of American colleges and universities on CD-ROM, from CollegeView of Cincinnati, OH (800). Runs on the Macintosh and Windows-based PCs. Says it covers 3,000 two- and four-year colleges and universities and is based on the ``College Admissions Data Handbook published by Orchard House Press. Adds that it **offers** 24 school-designed multimedia presentations, searchable descriptions of colleges, and has the ability to print college profiles and **customized** **letters**. However, says it requires 150MB of hard disk space as well as switching between CD-ROMs. Rated two stars out of five. Includes two screen displays and a report card. (dpm)

6/7/10 (Item 4 from file: 233)

DIALOG(R)File 233:Microcomputer Abstracts

(c) 1999 Information Today Incl. All rts. reserv.

00367674 94HC11-013

**CheckWriter Pro 6.0**

Kawamoto, Wayne

Home Office Computing , November 1, 1994 , v12 n11 p90, 1 Page(s)

ISSN: 0899-7373

Company Name: Aatrix Software

Product Name: CheckWriter Pro

Presents a very favorable review of CheckWriter Pro v6.0 (\$79), personal finance program for the Macintosh, from Aatrix Software (800, 701). Says it features built-in support for small-business inventory, depreciation, and invoicing as well as a **database** that enables selecting and saving check transactions. Adds that it **offers** check management and accounting functions accessed through an unusual but excellent entry screen, a built-in forms designer for **customizing** **invoices**, solid investment tracking, and financial planning capability that can estimate loans, future values, plan for retirement and college, and evaluate life insurance. Calls

it a program that also delivers strong business capabilities. Rated 3.5 stars out of five. Includes a screen display. (dpm)

6/7/11 (Item 5 from file: 233)  
DIALOG(R)File 233:Microcomputer Abstracts  
(c) 1999 Information Today Incl. All rts. reserv.

00345466 94PJ04-008

**Working with...QuickBooks -- QuickBooks speeds data entry on invoices**  
Steeves, Ryan  
PC Today , April 1, 1994 , v8 n4 p39, 1 Page(s)  
ISSN: 1040-6484  
Company Name: Intuit  
Product Name: QuickBooks

Provides a tutorial for using Quickbooks, an invoicing program from Intuit Inc. of Menlo Park, CA (415). Says this program provides friendly interface that minimizes user effort in creating invoices primarily for service businesses. Explains the process for "creating" your company in the **database**. Then provides instructions for creating invoices, customer lists, product and services lists, and generating reports. Discusses how users can create discounts as **invoice** items and how to enter and **customize** payment terms. Cautions that this program does not track inventories and its use should be limited to service companies or those that **offer** few products. Contains one screen display and product source information. (kjh)

6/7/12 (Item 6 from file: 233)  
DIALOG(R)File 233:Microcomputer Abstracts  
(c) 1999 Information Today Incl. All rts. reserv.

00291019 92IW10-019

**Accelerator speeds faxing, letter writing**  
Hammett, Jim  
InfoWorld , October 5, 1992 , v14 n40 p20, 1 Page(s)  
ISSN: 0199-6649  
Company Name: Baseline Data Systems  
Product Name: Office Accelerator for Windows  
Reports that Baseline Data Systems of Torrance, CA (310) will ship at the end of the month Office Accelerator for Windows v. 2.0 (\$129), a Windows word processing add-on that includes an integrated relational **database**. Runs within WordPerfect for Windows, Microsoft Word for Windows, Lotus Ami Pro, and Lotus Write. Says that it lets stand-alone or networked PC users maintain customer and distribution lists within a word processing application; it **offers** the capability to **customize** letter, fax, form, and label formats; and it integrates with desktop fax applications so that users can send a fax from the word processing document. Includes one screen display. (jb)

6/7/13 (Item 7 from file: 233)  
DIALOG(R)File 233:Microcomputer Abstracts  
(c) 1999 Information Today Incl. All rts. reserv.

00288718 92PI09-007

**DacEasy Instant: DOS and Windows accounting software in one box for \$50**  
Carey, Theresa W  
PC Magazine , September 15, 1992 , v11 n15 p50, 1 Page(s)  
ISSN: 0888-8507  
Company Name: DacEasy  
Product Name: DacEasy Instant Accounting  
Presents a very favorable review of DacEasy Instant Accounting (\$49.95), an accounting program from DacEasy Inc., Dallas, TX (800, 214). The program requires 512K RAM, 1.5MB hard disk space, and DOS 3.1 or later or 1MB RAM, 2MB hard disk space, and Windows 3.0 or later. Both DOS and Windows versions are in the same package. The program provides contact-management routines and allows **customizing invoices** and **statements**. It includes a General Ledger module, a Bank module which updates the General Ledger, a

Transactions module, and an invoice module. The modules update files immediately except that invoices must be manually posted. The program offers a number of predefined reports which can be only slightly customized. The program is easy to use and the documentation makes setup and learning the program quick and painless. The program does not have a payroll module. The program ''stands out in a growing crowd.'' Includes one screen display. (djd)

6/7/14 (Item 8 from file: 233)

DIALOG(R)File 233:Microcomputer Abstracts  
(c) 1999 Information Today Incl. All rts. reserv.

00252129 91IW11-127

**Umax unveils dedicated OCR system with OmniPage**

Busse, Torsten

InfoWorld , November 11, 1991 , v13 n45 p36, 1 Pages

ISSN: 0199-6649

Company Name: Umax Technologies

Product Name: ReadStation

Reports that Umax Technologies of Santa Clara, CA (800) will ship in December the ReadStation (\$5,495), a stand-alone optical character recognition (OCR) machine designed for the general office environment. Features a built-in 3.5-inch floppy drive which supports DOS, Macintosh, and Unix operating systems. Says that it works with 24 of the most popular word processing, spreadsheet, and database applications; it incorporates a scanner, dedicated computer, Caere's OmniPage 386 page recognition software, and an automatic document feeder; it offers customized reading options; and it scans and converts a letter -size page to electronic form in 10 to 15 seconds at a resolution of 300 by 300 dots per inch. (jb)

6/7/15 (Item 9 from file: 233)

DIALOG(R)File 233:Microcomputer Abstracts  
(c) 1999 Information Today Incl. All rts. reserv.

00246751 91CN08-005

**Structural steel detailing in detail The Steel Detailer by DCA**

Burchfield, Roy B

Cadence , August 1, 1991 , v6 n8 p100-104, 4 Pages

ISSN: 0887-9141

Company Name: Softdesk Engineering Software

Product Name: Steel Detailer, The

Presents a favorable review of The Steel Detailer (\$2,995), a drafting program for the structural steel detailer's drafting needs from Softdesk Engineering Software Inc. of Henniker, NH (603). Requires 4MB on the hard drive. Says this program helps structural steel detailers produce drawings efficiently, accurately, and affordably. Comes with two large manuals that include a tutorial and installation and setup information. Has numerous LISP routines that accelerate the tedious task of drawing erection plans. Contains many annotation symbols that can be viewed prior to insertion into a drawing. The program's extensive database contains all structural shapes for the world market. The stair program offers a variety of options for stairs. A unique feature is the Bill of Material program.

Offers the ability to customize and generate new blocks and bills of material. Hatching patterns can be added to drawings. Contains three figures and one screen display. (vl)

6/7/16 (Item 10 from file: 233)

DIALOG(R)File 233:Microcomputer Abstracts  
(c) 1999 Information Today Incl. All rts. reserv.

00226131 90MU10-019

**CAT III CAT III is a tamer beast, but it's still far from domesticated.**

Wrona, Tom

MacUser , October 1, 1990 , v6 n10 p83-86, 4 Pages

which attending eye care professionals can place orders. In preferred methods, periodic serial to batch mode conversions merge new orders, standing orders, order changes, as well as other updates and deletions. Patient history files allow maintenance of data bases for the eye care professionals as well as for the manufacturer of lenses.

ABSTRACT WORD COUNT: 86

LEGAL STATUS (Type, Pub Date, Kind, Text):

Application: 890118 A2 Published application (A1with Search Report ;A2without Search Report)  
Search Report: 900613 A3 Separate publication of the European or International search report  
Examination: 910116 A2 Date of filing of request for examination: 901122  
\*Assignee: 910626 A2 Applicant (transfer of rights) (change): JOHNSON & JOHNSON VISION PRODUCTS, INC. (549654) 1417 San Marco Boulevard P.O.Box 10157 Jacksonville, Florida 32207 (US) (applicant designated states: AT;BE;CH;DE;ES;FR;GB;IT;LI;LU;NL;SE)  
\*Assignee: 910626 A2 Previous applicant in case of transfer of rights (change): VISTAKON, INC. (549651) 1325 San Marco Boulevard P.O.Box 10157 Jacksonville Florida 32247 (US) (applicant designated states: AT;BE;CH;DE;ES;FR;GB;IT;LI;LU;NL;SE)  
Examination: 930210 A2 Date of despatch of first examination report: 921223

Grant: 960925 B1 Granted patent  
Oppn None: 970917 B1 No opposition filed

LANGUAGE (Publication,Procedural,Application): English; English; English  
FULLTEXT AVAILABILITY:

Available Text	Language	Update	Word Count
CLAIMS A	(English)	EPABF1	806
CLAIMS B	(English)	EPAB96	891
CLAIMS B	(German)	EPAB96	891
CLAIMS B	(French)	EPAB96	1134
SPEC A	(English)	EPABF1	8456
SPEC B	(English)	EPAB96	8897
Total word count - document A			9263
Total word count - document B			11813
Total word count - documents A + B			21076

ORDER fax of complete patent from Dialog SourceOne. See HELP ORDER 348

...SPECIFICATION Computers & Communications XV (1987) March-April, No. 2, Berlin & Munich, W. Germany. This describes a multi-user microcomputer system for medical general practice. The system **offers** the following features: (a) once-only entry of data as it is generated - during diagnosis, treatment and dialogue with this patient; (b) a single electronic...

...patient's special requests, such as repeat prescriptions or referrals; (i) high presentation quality documents, bills and correspondence; (j) merging of data from patient's **files** with names and addresses drawn from an index of consultants to produce detailed, **personalised letters** to specialist colleagues; and (k) **personalised** treatment plans.

Reference is also made to a paper entitled "Large Scale Portability of Hospital Information System Software" by Thomas H. Munnecke and Ingeborg M...

8/3,K/1 (Item 1 from file: 348)  
DIALOG(R)File 348:European Patents  
(c) 1999 European Patent Office. All rts. reserv.

01029126

ORDER fax of complete patent from Dialog SourceOne. See HELP ORDER 348

**System and method for electronic mass mailing**

**System und Verfahren zur Massenverteilung von elektronischer Post**

**Système et procédé de distribution en gros de courrier électronique**

PATENT ASSIGNEE:

PITNEY BOWES INC., (244957), World Headquarters, One Elmcroft Road,  
Stamford Connecticut 06926-0700, (US), (applicant designated states:  
AT;BE;CH;CY;DE;DK;ES;FI;FR;GB;GR;IE;IT;LI;LU;MC;NL;PT;SE)

INVENTOR:

Woodman, Clare E., 8 Roosevelt Street, Norwalk, CT 06851, (US)  
Daniels, Edward P., Jr., 75 Magnolia Road, Trumbull, CT 06611, (US)  
Mitchell, Paul H., 85 Padanaram Road, Danbury, CT 06811, (US)  
Rahrig, John G., 108 Phillips Street, Stratford, CT 06497, (US)  
Kwant, John F., 52 Barnes Road, Tarrytown, NY 10591, (US)  
Schumacher, Karl H., 11 Sand Popper Trail, Westport, CT 06880, (US)

LEGAL REPRESENTATIVE:

HOFFMANN - EITLE (101511), Patent- und Rechtsanwalte Arabellastrasse 4,  
81925 Munchen, (DE)

PATENT (CC, No, Kind, Date): EP 917076 A2 990519 (Basic)  
EP 917076 A3 990609

APPLICATION (CC, No, Date): EP 98121145 981111;

PRIORITY (CC, No, Date): US 968651 971112

DESIGNATED STATES: AT; BE; CH; CY; DE; DK; ES; FI; FR; GB; GR; IE; IT; LI;  
LU; MC; NL; PT; SE

INTERNATIONAL PATENT CLASS: G06F-017/60;

ABSTRACT WORD COUNT: 101

LANGUAGE (Publication,Procedural,Application): English; English; English

FULLTEXT AVAILABILITY:

Available Text	Language	Update	Word Count
CLAIMS A	(English)	9920	1063
SPEC A	(English)	9920	3675
Total word count - document A			4738
Total word count - document B			0
Total word count - documents A + B			4738

ORDER fax of complete patent from Dialog SourceOne. See HELP ORDER 348

...SPECIFICATION g. electric company, may send out hundreds of thousands of bills to its customers every month. As another example, a company may wish to send **targeted** marketing material, such as a sales **letter**, to prospective customers on a mailing list. In either example, a company may augment the bill or basic sales letter with additional material called "inserts," for example, a brochure or a glossy **advertisement**.

There currently exist computer systems, software, and specialized peripherals for producing mass mailings for physical delivery, e.g. through the U.S. Postal Service or...notification. For example, a fax may be sent to a recipient, informing the recipient that a web page includes his latest statement, for example a **monthly billing statement**. Generic notification **messages** are not **personalized**, and so can be predefined for an entire job or batch of mail pieces.

Referring to Figure 5, job setups

8/3,K/2 (Item 2 from file: 348)

DIALOG(R)File 348:European Patents  
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01029125

ORDER fax of complete patent from Dialog SourceOne. See HELP ORDER 348

**System and method for electronic and non-electronic mass mailing**

**System und Verfahren zur Massenverteilung von elektronischer und**

nichtelektronischer Post  
Systeme et procede de distribution en masse de courrier electronique et  
non-electronique  
PARENT ASSIGNEE:

PITNEY BOWES INC., (244957), World Headquarters, One Elmcroft Road,  
Stamford Connecticut 06926-0700, (US), (applicant designated states:  
AT;BE;CH;CY;DE;DK;ES;FI;FR;GB;GR;IE;IT;LI;LU;MC;NL;PT;SE)

INVENTOR:

Daniels, Edward P., Jr., 75 Magnolia Road, Trumbull, CT 06611, (US)  
Kwant, John F., 52 Barnes Road, Tarrytown, NY 10591, (US)  
Mitchell, Paul H., 85 Padanaram Road, Danbury, CT 06811, (US)  
Rahrig, John G., 108 Phillips Street, Stratford, CT 06497, (US)  
Schumacher, Karl H., 11 Sand Hopper Trail, Westport, CT 06880, (US)  
Woodman, Clare E., 8 Roosevelt Street, Norwalk, CT 06851, (US)

LEGAL REPRESENTATIVE:

HOFFMANN - EITLE (101511), Patent- und Rechtsanwalte Arabellastrasse 4,  
81925 Munchen, (DE)

PATENT (CC, No, Kind, Date): EP 917075 A2 990519 (Basic)  
EP 917075 A3 990609

APPLICATION (CC, No, Date): EP 98121144 981111;

PRIORITY (CC, No, Date): US 968649 971112

DESIGNATED STATES: AT; BE; CH; CY; DE; DK; ES; FI; FR; GB; GR; IE; IT; LI;  
LU; MC; NL; PT; SE

INTERNATIONAL PATENT CLASS: G06F-017/60; B07C-001/02;

ABSTRACT WORD COUNT: 83

LANGUAGE (Publication, Procedural, Application): English; English; English

FULLTEXT AVAILABILITY:

Available Text	Language	Update	Word Count
CLAIMS A	(English)	9920	1085
SPEC A	(English)	9920	3680
Total word count - document A			4765
Total word count - document B			0
Total word count - documents A + B			4765

ORDER fax of complete patent from Dialog SourceOne. See HELP ORDER 348

...SPECIFICATION g. electric company, may send out hundreds of thousands of bills to its customers every month. As another example, a company may wish to send **targeted** marketing material, such as a sales **letter**, to prospective customers on a mailing list. In either example, a company may augment the bill or basic sales letter with additional material called "inserts," for example, a brochure or a glossy **advertisement**.

There currently exist computer systems, software, and specialized peripherals for producing mass mailings for physical delivery, e.g. through the U.S. Postal Service or...notification. For example, a fax may be sent to a recipient, informing the recipient that a web page includes his latest statement, for example a **monthly billing statement**. Generic notification **messages** are not **personalized**, and so can be predefined for an entire job or batch of mail pieces.

Referring to Figure 5, job setups may be

8/3,K/3 (Item 3 from file: 348)

DIALOG(R)File 348:European Patents  
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00999302

ORDER fax of complete patent from Dialog SourceOne. See HELP ORDER 348

**Process for preparing coated printing paper**

**Verfahren zur Herstellung von beschichtetem Druckpapier**

**Procede de preparation de papier couche pour l'impression**

PATENT ASSIGNEE:

NIPPON PAPER INDUSTRIES CO., LTD., (306803), 4-1, Ohji 1-chome, Kita-ku,  
Tokyo, (JP), (Applicant designated States: all)

INVENTOR:

Nishijima, Eiji, c/o Nippon Paper Ind. Co.,Ltd, Iwakuni Res. Lab. of  
Tech., 8-1 Iidamachi 2-chome, Iwakuni-shi, Yamaguchi-ken, (JP)

Nanri, Yasunori, c/o Nippon Paper Ind. Co.,Ltd, Iwakuni Res. Lab. of Tech., 8-1 Iidamachi 2-chome, Iwakuni-shi, Yamaguchi-ken, (JP)  
Sato, Yuji, c/o Nippon Paper Ind. Co.,Ltd, Iwakuni Res. Lab. of Tech., 8-1 Iidamachi 2-chome, Iwakuni-shi, Yamaguchi-ken, (JP)  
Miyawaki, Shoichi, c/o Nippon Paper Ind. Co.,Ltd, Iwakuni Res. Lab. of Tech., 8-1 Iidamachi 2-chome, Iwakuni-shi, Yamaguchi-ken, (JP)

LEGAL REPRESENTATIVE:

Smaggasgale, Gillian Helen et al (76891), Mathys & Squire, 100 Gray's Inn Road, London WC1X 8AL, (GB)

PATENT (CC, No, Kind, Date): EP 902123 A2 990317 (Basic)  
EP 902123 A3 991117

APPLICATION (CC, No, Date): EP 98307350 980911;

PRIORITY (CC, No, Date): JP 97249078 970912; JP 97263943 970929

DESIGNATED STATES: AT; BE; CH; CY; DE; DK; ES; FI; FR; GB; GR; IE; IT; LI; LU; MC; NL; PT; SE

EXTENDED DESIGNATED STATES: AL; LT; LV; MK; RO; SI

INTERNATIONAL PATENT CLASS: D21H-019/38; C01F-011/18; D21C-011/00;  
B41M-005/00

ABSTRACT WORD COUNT: 123

LANGUAGE (Publication, Procedural, Application): English; English; English

FULLTEXT AVAILABILITY:

Available Text	Language	Update	Word Count
CLAIMS A	(English)	9911	344
SPEC A	(English)	9911	4622
Total word count - document A			4966
Total word count - document B			0
Total word count - documents A + B			4966

ORDER fax of complete patent from Dialog SourceOne. See HELP ORDER 348

...SPECIFICATION disclosures of these two applications are hereby incorporated by reference.

In recent years, a demand for printing papers has been growing in commercial printing fields **targeted** at **advertisements** such as hand **bills**, catalogues, pamphlets and direct mails. These commercial prints are low in price as merchandise. However, it is important for them to attain their intended object as **advertising** media. Thus, there has been a high demand for these printed products with a satisfactory finish at a low cost.

To satisfy such a demand...

**8/3,K/4 (Item 4 from file: 348)**

DIALOG(R) File 348:European Patents  
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00987720

ORDER fax of complete patent from Dialog SourceOne. See HELP ORDER 348

**Personal postage stamp vending machine**

**Verkaufsautomat fur personifizierte Briefmarken**

**Machine de vente pour timbres-poste personnalisés**

PATENT ASSIGNEE:

PITNEY BOWES INC., (244957), World Headquarter, One Elmcroft Road,  
Stamford, Connecticut 06926-0700, (US), (Applicant designated States:  
all)

INVENTOR:

Brassington, Glynn M., Negishi House, 155,Takinoue, Naka-ku, Yokohama 213  
, (JP)

Pintsov, Leon A., 10 Governors Row, West Hartford, CT 06117, (US)

Shapiro, Steven J., 55 Great Ring Road, Monroe, CT 06468, (US)

LEGAL REPRESENTATIVE:

Avery, Stephen John et al (47695), Hoffmann Eitle, Patent- und  
Rechtsanwalte, Arabellastrasse 4, 81925 Munchen, (DE)

PATENT (CC, No, Kind, Date): EP 893787 A2 990127 (Basic)  
EP 893787 A3 991215

APPLICATION (CC, No, Date): EP 98111909 980626;

PRIORITY (CC, No, Date): US 884212 970627

DESIGNATED STATES: AT; BE; CH; CY; DE; DK; ES; FI; FR; GB; GR; IE; IT; LI;  
LU; MC; NL; PT; SE  
EXTENDED DESIGNATED STATES: AL; LT; LV; MK; RO; SI  
INTERNATIONAL PATENT CLASS: G07F-017/26; G07B-017/00  
ABSTRACT WORD COUNT: 184

NOTE:

Figure number on first page: 6

LANGUAGE (Publication, Procedural, Application): English; English; English  
FULLTEXT AVAILABILITY:

Available Text	Language	Update	Word Count
CLAIMS A	(English)	9904	962
SPEC A	(English)	9904	4310
Total word count - document A			5272
Total word count - document B			0
Total word count - documents A + B			5272

ORDER fax of complete patent from Dialog SourceOne. See HELP ORDER 348

...SPECIFICATION of happiness. In Figure 8 the expression is one of sadness. A unique concept of the instant invention is that each image provides a subliminal **message** to the recipient of the mailpiece as to the nature of the contents of the mailpiece. The expression of Figure 5 suggests the contents are...

...announcement or wedding invitation. The sad expression of Figure 7 suggests that the contents include such items as a death notice or even possibly a **bill**. The key point is that vending machine 1 can print **personalized** postage stamps 2 which convey a subliminal **message** to the recipient about the contents of the mailpiece.

Figure 8 shows a sheet 97 of personalized postage stamps 2 which can be obtained from...

**8/3, K/5 (Item 5 from file: 348)**

DIALOG(R) File 348: European Patents  
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00918106

ORDER fax of complete patent from Dialog SourceOne. See HELP ORDER 348  
**Method for creating complex layouts with variable data for multiple high speed printing systems**  
**Verfahren zum Erzeugen von komplexen Bildanordnungen mit variablen Daten fur Hochgeschwindigkeitsdrucksysteme**  
**Methode de creation de mise en page complexe avec des donnees variables pour des systemes d'impression a grande vitesse**

PATENT ASSIGNEE:

Scitex Digital Printing, Inc., (1701611), 3100 Research Boulevard,  
Dayton, Ohio 45420-4099, (US), (Applicant designated States: all)

INVENTOR:

Desautels, John E., 1332 Preakness Place, Centerville, Ohio 45459, (US)  
Eblin, Verlin D., 1825 East Social Row Road, Centerville, Ohio 45458, (US)  
Hickey, John S., 130 E. Iroquois, West Carrollton, Ohio 45449, (US)  
Pratt, Richard L., 5928 Hunters Ridge Road, Dayton, Ohio 45431, (US)  
Reichard, David G., 9078 Mandel Drive, Centerville, Ohio 45458, (US)  
Somerville, Charles M., 7690 Stonesboro Drive, Huber Heights, Ohio 45424, (US)

Kochanowsky, Eugene W., 2864 Cercy Trace, Tallahassee, Florida 32308, (US)

Brooks, Minton L., 1522 Church Street, Wauwatosa, Wisconsin 53213, (US)  
Alexander, Mark A., 8106 Archer Pass, Tallahassee, Florida 32308, (US)  
Hern, Brian F., 7996 Grant Court, Tallahassee, Florida 32308, (US)  
Wolf, Lawrence C., II, 4061 Staghorn Trail, Havana, Florida 32333, (US)

LEGAL REPRESENTATIVE:

Freed, Arthur Woolf et al (30752), Reginald W. Barker & Co., Chancery House, 53-64, Chancery Lane, London, WC2A 1QU, (GB)

PATENT (CC, No, Kind, Date): EP 837401 A2 980422 (Basic)

EP 837401 A3 990818  
APPLICATION (CC, No, Date): EP 97307239 970917;  
PRIORITY (CC, No, Date): US 732200 961016  
DESIGNATED STATES: AT; BE; CH; DE; DK; ES; FI; FR; GB; GR; IE; IT; LI; LU;  
MC; NL; PT; SE  
EXTENDED DESIGNATED STATES: AL; LT; LV; RO; SI  
INTERNATIONAL PATENT CLASS: G06F-017/24; G06K-015/02  
ABSTRACT WORD COUNT: 3889

NOTE:

Figure number on first page: 1

LANGUAGE (Publication, Procedural, Application): English; English; English  
ORDER fax of complete patent from Dialog SourceOne. See HELP ORDER 348

**8/3,K/6 (Item 6 from file: 348)**

DIALOG(R)File 348:European Patents  
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00891570

ORDER fax of complete patent from Dialog SourceOne. See HELP ORDER 348

**Method for creating complex layouts with variable data for high speed printing systems**

**Verfahren zum Erzeugen von komplexen Bildanordnungen mit variablen Daten fur Hochgeschwindigkeitsdrucksysteme**

**Methode de creation de mise en page complexe avec des donnees variables pour des systemes d'impression a grande vitesse**

PATENT ASSIGNEE:

Scitex Digital Printing, Inc., (1701611), 3100 Research Boulevard,  
Dayton, Ohio 45420-4099, (US), (Applicant designated States: all)

INVENTOR:

Desautels, John E., 1332 Preakness Place, Centerville, Ohio 45459, (US)

Hickey, John S., 130 E. Iroquois, West Carrollton, Ohio 45449, (US)

Pratt, Richard L., 5928 Hunters Ridge Road, Dayton, Ohio 45431, (US)

Reichard, David G., 9078 Mandel Drive, Centerville, Ohio 45458, (US)

Somerville, Charles M., 7690 Stonesboro Drive, Huber Heights, Ohio 45424,  
(US)

Kochanowsky, Eugene W., 2864 Cercy Trace, Tallahassee, Florida 32308,  
(US)

Brooks, Minton L., 1522 Church Street, Wauwatosa, Wisconsin 53213, (US)

Alexander, Mark A., 8106 Archer Pass, Tallahassee, Florida 32308, (US)

Hern, Brian F., 7996 Grant Court, Tallahassee, Florida 32308, (US)

Brunson, Eric M., 4468 Driftwood Place, Boulder, Colorado 80301, (US)

Tobin, Warwick A., 2855 Fitzpatrick Drive, Tallahassee, Florida 32308,  
(US)

Shin, Young A., 1521 Copperfield Circle, Tallahassee, Florida 32313, (US)

LEGAL REPRESENTATIVE:

Freed, Arthur Woolf et al (30752), Reginald W. Barker & Co., Chancery House, 53-64, Chancery Lane, London, WC2A 1QU, (GB)

PATENT (CC, No, Kind, Date): EP 814425 A2 971229 (Basic)

EP 814425 A3 990818

APPLICATION (CC, No, Date): EP 97304188 970616;

PRIORITY (CC, No, Date): US 665567 960618

DESIGNATED STATES: AT; BE; CH; DE; DK; ES; FI; FR; GB; GR; IE; IT; LI; LU;  
MC; NL; PT; SE

INTERNATIONAL PATENT CLASS: G06K-015/02

ABSTRACT WORD COUNT: 92

NOTE:

Figure number on first page: 1

LANGUAGE (Publication, Procedural, Application): English; English; English  
FULLTEXT AVAILABILITY:

Available Text	Language	Update	Word Count
CLAIMS A	(English)	9712W3	417
SPEC A	(English)	9712W3	3197
Total word count - document A			3614
Total word count - document B			0
Total word count - documents A + B			3614

ORDER fax of complete patent from Dialog SourceOne. See HELP ORDER 348

...SPECIFICATION systems (HSPS), such as, for example, systems developed and manufactured by Scitex Digital Printing, Systems, Inc., of Dayton, Ohio, are self-contained systems for printing **personalized** direct mail **advertising**, **bills**, packaging, subscriptions, catalogs, business forms, lottery tickets, and many other high volume applications. Such systems use ink jet technology to produce images on a web...

8/3,K/7 (Item 7 from file: 348)

DIALOG(R)File 348:European Patents

(c) 1999 European Patent Office. All rts. reserv.

00883942

ORDER fax of complete patent from Dialog SourceOne. See HELP ORDER 348

**System and method for pricing telecommunication transactions**

**System und Verfahren zur Preisermittlung von Telekommunikationstransaktionen**

n

**Systeme et methode pour la tarification des transactions de telecommunications**

PATENT ASSIGNEE:

AT&T Corp., (589370), 32 Avenue of the Americas, New York, NY 10013-2412,  
(US), (Applicant designated States: all)

INVENTOR:

Jagadish, Hosagrahar Visvesvaraya, 16 Beech Avenue, Berkeley Heights, New Jersey, 07922, (US)

Mumick, Inderpal Singh, 85 Swenson Circle, Berkeley Heights, New Jersey, 07922, (US)

Silberschatz, Abraham, 67 A New England Avenue, Summit, New Jersey, 07901  
(US)

LEGAL REPRESENTATIVE:

R.A. KUHNEN & P.A. WACKER (101501), Patentanwaltsgesellschaft mbH  
Alois-Steinecker-Strasse 22, 85354 Freising, (DE)

PATENT (CC, No, Kind, Date): EP 809387 A2 971126 (Basic)  
EP 809387 A3 991020

APPLICATION (CC, No, Date): EP 97108137 970520;

PRIORITY (CC, No, Date): US 651093 960521

DESIGNATED STATES: DE; FR; GB

INTERNATIONAL PATENT CLASS: H04M-015/00

ABSTRACT WORD COUNT: 140

NOTE:

Figure number on first page: 2

LANGUAGE (Publication,Procedural,Application): English; English; English

FULLTEXT AVAILABILITY:

Available Text	Language	Update	Word Count
CLAIMS A	(English)	9711W3	295
SPEC A	(English)	9711W3	3705
Total word count - document A			4000
Total word count - document B			0
Total word count - documents A + B			4000

ORDER fax of complete patent from Dialog SourceOne. See HELP ORDER 348

...ABSTRACT A2

A system for rating and billing telecommunication transactions in real-time. In a preferred embodiment, a Real-Time Analysis Engine (RAE) updates customers' **bills** in real-time by applying **customer specific** data to Automatic **Message** Accounting (AMA) records. In a typical update, a customer initiates a call that is routed through a telephone network switch. The switch generates an AMA...

8/3,K/8 (Item 8 from file: 348)

DIALOG(R)File 348:European Patents

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00603604

ORDER fax of complete patent from Dialog SourceOne. See HELP ORDER 348  
System and method for selecting optional inserts with optimal value in an  
inserting machine  
System und Verfahren zum Auswählen von wahlfreien Einlagen optimaler  
Geltung in einer Zuführmaschine  
Système et procédé de sélection d'inserts optionnels de valeur optimale  
dans une machine d'insertion

PATENT ASSIGNEE:

PITNEY BOWES INC., (244955), World Headquarters One Elmcroft, Stamford  
Connecticut 06926-0700, (US), (applicant designated states: DE;FR;GB)

INVENTOR:

Pintsov, Leon A., 365 Mountain Road, West Hartford, Connecticut 06107,  
(US)

LEGAL REPRESENTATIVE:

Avery, Stephen John et al (47695), Hoffmann Eitle, Patent- und  
Rechtsanwalte, Arabellastrasse 4, 81925 München, (DE)

PATENT (CC, No, Kind, Date): EP 607686 A2 940727 (Basic)  
EP 607686 A3 950215  
EP 607686 B1 971015

APPLICATION (CC, No, Date): EP 93310184 931216;

PRIORITY (CC, No, Date): US 993753 921221

DESIGNATED STATES: DE; FR; GB

INTERNATIONAL PATENT CLASS: B07C-001/00;

ABSTRACT WORD COUNT: 137

LANGUAGE (Publication, Procedural, Application): English; English; English  
FULLTEXT AVAILABILITY:

Available Text	Language	Update	Word Count
CLAIMS B	(English)	9710W2	819
CLAIMS B	(German)	9710W2	790
CLAIMS B	(French)	9710W2	926
SPEC B	(English)	9710W2	4045
Total word count - document A			0
Total word count - document B			6580
Total word count - documents A + B			6580

ORDER fax of complete patent from Dialog SourceOne. See HELP ORDER 348

...SPECIFICATION be included the mailpiece without any reservations, and 2) optional enclosures which may or may not be included.

Enclosures of the first category are usually **financial statements**, **bills**, checks and other **personalized** enclosures which constitute the mandatory content of the **message** being sent. These enclosures have a cost aspect associated with them which in the context of the present invention is the postage. This is the...

8/3,K/9 (Item 9 from file: 348)

DIALOG(R)File 348:European Patents  
(c) 1999 European Patent Office. All rts. reserv.

00463641

ORDER fax of complete patent from Dialog SourceOne. See HELP ORDER 348  
Apparatus for selective distribution of messages over a communications network.

Gerat zur wahlweisen Verteilung von Nachrichten über ein Übertragungsnetz.  
Appareil pour la distribution selective de messages par un réseau de communication.

PATENT ASSIGNEE:

GENERAL INSTRUMENT CORPORATION, (264771), 767 Fifth Avenue, New York New  
York 10153, (US), (applicant designated states:  
BE;CH;DE;FR;GB;LI;NL;SE)

INVENTOR:

Kauffman, Marc, 420 Franklin Avenue, Cheltenham, Pennsylvania 19012, (US)  
Miller, Michael, 904 Cherry Lane, Riverton, New Jersey 08077, (US)

LEGAL REPRESENTATIVE:

Hoeger, Stellrecht & Partner (100381), Uhlandstrasse 14 c, 70182 Stuttgart, (DE)  
PATENT (CC, No, Kind, Date): EP 463451 A2 920102 (Basic)  
EP 463451 A3 930317  
APPLICATION (CC, No, Date): EP 91109494 910610;  
PRIORITY (CC, No, Date): US 543700 900626  
DESIGNATED STATES: BE; CH; DE; FR; GB; LI; NL; SE  
INTERNATIONAL PATENT CLASS: H04N-007/16;  
ABSTRACT WORD COUNT: 233

LANGUAGE (Publication, Procedural, Application): English; English; English  
FULLTEXT AVAILABILITY:

Available Text	Language	Update	Word Count
CLAIMS A	(English)	EPABF1	1028
SPEC A	(English)	EPABF1	4157
Total word count - document A			5185
Total word count - document B			0
Total word count - documents A + B			5185

ORDER fax of complete patent from Dialog SourceOne. See HELP ORDER 348

...SPECIFICATION groups of subscribers has not been possible over existing CATV, STV, or DBS systems.

It would be advantageous to provide for the distribution of specific messages to individual subscribers or special groups of subscribers via a CATV communications network or the like. Uses of such a system would include the dissemination of subscriber invoices, paging messages, emergency alert information, group specific or targeted advertising, reminder messages, event scheduling messages, program guides, general interest information, and other types of text and/or graphics messages. The present invention provides such a system.

#### SUMMARY OF THE INVENTION

In accordance with the present invention, a subscriber terminal ("converter") is provided for processing...

8/3,K/10 (Item 10 from file: 348)

DIALOG(R)File 348:European Patents  
(c) 1999 European Patent Office. All rts. reserv.

00274028

ORDER fax of complete patent from Dialog SourceOne. See HELP ORDER 348

Method using a programmed digital computer system for translation between natural languages.

Verfahren zur Übersetzung natürlicher Sprachen mittels eines programmierten Digitalrechners.

Procede utilisant un ordinateur numerique programme pour la traduction de langues naturelles.

#### PATENT ASSIGNEE:

GACHOT S.A., (594300), 26 bis, Avenue de Paris, F-95230  
Soisy-sous-Montmorency, (FR), (applicant designated states:  
AT;BE;CH;DE;ES;FR;GB;GR;IT;LI;LU;NL;SE)

#### INVENTOR:

Toma, Peter Aorangi International University, 80 Filleul Street P.O. Box  
917 Chief Post Office, Dunedin 9031, (NZ)

#### LEGAL REPRESENTATIVE:

Derambure, Christian et al (15169), Bouju Derambure Bugnion 52, rue de Monceau, 75008 Paris, (FR)

PATENT (CC, No, Kind, Date): EP 274281 A1 880713 (Basic)  
EP 274281 B1 920610

APPLICATION (CC, No, Date): EP 87400004 870105;

PRIORITY (CC, No, Date): EP 87400004 870105

DESIGNATED STATES: AT; BE; CH; DE; ES; FR; GB; GR; IT; LI; LU; NL; SE

INTERNATIONAL PATENT CLASS: G06F-015/38;

ABSTRACT WORD COUNT: 145

LANGUAGE (Publication, Procedural, Application): English; English; English  
FULLTEXT AVAILABILITY:

Available Text	Language	Update	Word Count
CLAIMS B	(English)	EPBBF1	3945
CLAIMS B	(German)	EPBBF1	1549
CLAIMS B	(French)	EPBBF1	1848
SPEC B	(English)	EPBBF1	17849
Total word count - document A			0
Total word count - document B			25191
Total word count - documents A + B			25191

ORDER fax of complete patent from Dialog SourceOne. See HELP ORDER 348

...SPECIFICATION present invention is capable of utilizing an unlimited number of routines attached to each source word. The routines are attached irrelevant of the source and **target** languages under consideration. These routines take into consideration the computer **established** syntactic interconnections of the words, phrases, etc. and using semantic categories, find the meaning influencing words ... language which is adapted to the special requirements of machine translation. Each instruction of the higher language stands for a large number of machine languages **statements** and facilitates the programming **without** undue core storage requirements. This computer language is known as a macro language for language translation and itself is felt to be a unique feature...

**8/3,K/11 (Item 11 from file: 348)**

DIALOG(R) File 348:European Patents  
(c) 1999 European Patent Office. All rts. reserv.

00271772

ORDER fax of complete patent from Dialog SourceOne. See HELP ORDER 348

**Method of making a personalized folder with pockets and page inserts from a continuous web.**

**Verfahren zum Herstellen eines mit Personendaten versehenen Faltblattes mit Taschen und Beilagen aus einer endlosen Bahn.**

**Methode de fabrication d'un depliant personnalisé avec poches et insertions à partir d'une bande continue.**

PATENT ASSIGNEE:

KURT H. VOLK, INC, (519840), 1755 Boston Post Road, Milford Connecticut 06460, (US), (applicant designated states: BE;DE;FR;GB;IT;NL)

INVENTOR:

Stenner, John W., 205 Wilson Road, Orange Connecticut 06477, (US)

LEGAL REPRESENTATIVE:

Oliver, Roy Edward et al (34473), Pollak Mercer & Tench Eastcheap House Central Approach, Letchworth Hertfordshire SG6 3DS, (GB)

PATENT (CC, No, Kind, Date): EP 274822 A2 880720 (Basic)

EP 274822 A3 891115

EP 274822 B1 910828

APPLICATION (CC, No, Date): EP 87309252 871020;

PRIORITY (CC, No, Date): US 42346 870424

DESIGNATED STATES: BE; DE; FR; GB; IT; NL

INTERNATIONAL PATENT CLASS: B42C-003/00; B42D-015/04;

ABSTRACT WORD COUNT: 209

LANGUAGE (Publication, Procedural, Application): English; English; English  
FULLTEXT AVAILABILITY:

Available Text	Language	Update	Word Count
CLAIMS B	(English)	EPBBF1	520
CLAIMS B	(German)	EPBBF1	465
CLAIMS B	(French)	EPBBF1	557
SPEC B	(English)	EPBBF1	3342
Total word count - document A			0
Total word count - document B			4884
Total word count - documents A + B			4884

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...SPECIFICATION printed forms.

labels, business cards, or like in relatively convenient and efficient manner

Derwent Class: T05

International Patent Class (Main): G06F-017/00; G07F-001/70; G07F-017/26

International Patent Class (Additional): G06F-007/08; G07F-007/00;  
G07F-007/02; G07F-007/04; G07F-007/06; G07F-011/00

10/7/10 (Item 10 from file: 351)

DIALOG(R)File 351:DERWENT WPI

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001688332

WPI Acc No: 77-C4811Y/197712

Cellular base for personalized messages - takes letters with mating connectors into holes punched in the cells

Patent Assignee: RITTER F J (RITT-I)

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Main IPC	Week
US 4011676	A	19770315					197712 B

Priority Applications (No Type Date): US 75539290 A 19750108

Abstract (Basic): US 4011676 A

A personalized message apparatus comprises a plate which has a cellular structure for providing fastening connector halves or holes. Covering the cellular structure is a surface which can be punched out in selected cells. The indicia are letters, numbers, etc. Each includes mating fastening connectors which fit through the punched surface into the holes.

The indicia are placed over the surface and the connectors are pressed or snapped into the mating holes of the cellular structure. The plate, even without individual letters, numbers, fractions of these or the like, can be used for indicia by merely punching out holes to give the configuration of letters, figures, or any other shape or form.

Derwent Class: P85

International Patent Class (Additional): G09F-007/06

10/7/11 (Item 1 from file: 347)

DIALOG(R)File 347:JAPIO

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02602142 \*\*Image available\*\*

PROGRAM DEBUG DEVICE

PUB. NO.: 63-219042 [JP 63219042 A]

PUBLISHED: September 12, 1988 (19880912)

INVENTOR(s): MATSUZAKI TADASHI

APPLICANT(s): MITSUBISHI ELECTRIC CORP [000601] (A Japanese Company or Corporation), JP (Japan)

APPL. NO.: 62-053464 [JP 8753464]

FILED: March 09, 1987 (19870309)

#### ABSTRACT

PURPOSE: To perform the debug of a user program by executing the reception the processing or the like of a message transmitted from a host machine and using the idle time of the user program.

CONSTITUTION: For a debug statement issued by the host machine 2, the message is transmitted to a target 1 through a GPIB (general purpose interface bus) circuit 4. The said message is received during the idle time of the user program. When the next execute request of the user program is generated before the completion of the transfer of the message the target 1 interrupts the reception of the message, and migrates to the user program. The transfer of the message is interrupted for a while

because of using the GPIB circuit 4, but is never broken off. When it comes the idle time after the processing is finished, the transfer of the temporarily interrupted message is started again, and when the reception is finished, the target 1 processes it.

10/7/12 (Item 2 from file: 347)  
DIALOG(R)File 347:JAPIO  
(c) 1999 JPO & JAPIO. All rts. reserv.

01915839 \*\*Image available\*\*  
INFORMATION RECEIVER

PUB. NO.: 61-129939 [JP 61129939 A]  
PUBLISHED: June 17, 1986 (19860617)  
INVENTOR(s): HAYASHI SHUNEI  
KANAYAMA IKUO  
KANNO MASAKI  
APPLICANT(s): SONY CORP [000218] (A Japanese Company or Corporation), JP  
(Japan)  
APPL. NO.: 59-252184 [JP 84252184]  
FILED: November 29, 1984 (19841129)

#### ABSTRACT

PURPOSE: To obtain a simple receiver not requiring the presence of a destination of a message by fetching transmission information to a memory when a subscriber address and an address of the transmission information are coincident and displaying the presence of an information input.

CONSTITUTION: When a **message** addressed to a **specific subscriber** is included in a free area of transmitted PCM data, the subscriber address and a destination address added to a message data are collated by a PCM processor 24. When a coincidence detection exists, the message data is fetched to an RAM39 via a message microcomputer 46 and the result is displayed on a display section 102. When a subscriber observing the display operates a message button 108, the message data is read from the RAM39 and displayed on a screen. Thus, simple information not requiring to make a **letter** of a printed document is obtained.

12/7/1 (Item 1 from file: 351)

DIALOG(R)File 351:DERWENT WPI

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010711248 \*\*Image available\*\*

WPI Acc No: 96-208203/199621

**Method of preparing letter for mail solicitation - includes preparing cardboard mailing enclosure to provide external display of mailing address to assist in delivery and to present name as personalised salutation of letter**

Patent Assignee: SCHLUGER A (SCHL-I)

Inventor: SCHLUGER A

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Main IPC	Week
US 5507131	A	19960416	US 94349541	A	19941205	B65B-011/48	199621 B

Priority Applications (No Type Date): US 94349541 A 19941205

Patent Details:

Patent	Kind	Lan	Pg	Filing Notes	Application	Patent
US 5507131	A		4			

Abstract (Basic): US 5507131 A

The method includes the steps of imprinting at spaced intervals in at least one printing run on a paper substrate in strip form on a first surface of it product-related data, imprinting at the same spaced intervals in another printing run on the paper strip on an opposite second surface of it recipient-related data in at least two selected locations, of which a first selected location is adjacent one edge and a second selected location is laterally spaced from it adjacent an opposite edge.

The next step is delineating from the two-sided imprinted paper strip at each the spaced interval a letter for mailing to a recipient related to the imprinted data at the two selected locations. The next step includes die-cutting from a cardboard substrate a blank serving as a mailing enclosure for the letter formed of an underlying back panel having a lower edge and a side edge and extending from the lower edge an overlying front panel and from the side edge a closure panel. The underlying back and overlying front panels have die-cut data-displaying openings at selected locations adapted to align with each other in an overlying position of the front panel upon the underlying back panel.

ADVANTAGE - The letter motivates the recipient to not only open the package, but also to give serious consideration to the sales message in it.

Dwg.1/5

Derwent Class: Q31; Q32

International Patent Class (Main): B65B-011/48

International Patent Class (Additional): B65D-027/00

12/7/2 (Item 2 from file: 351)

DIALOG(R)File 351:DERWENT WPI

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007477338 \*\*Image available\*\*

WPI Acc No: 88-111272/198816

**Return self-mailer envelope - with adhesive closure flap formed beneath line of serrations for return envelope, with window for message**

Patent Assignee: FCA INT LTD (FCAI-N)

Inventor: LUBOTTA M S; SCULLION M

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Main IPC	Week
US 4706878	A	19871117	US 86890740	A	19860730		198816 B

Priority Applications (No Type Date): US 85716083 A 19850326

Patent Details:

Patent	Kind	Lan	Pg	Filing Notes	Application	Patent
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Abstract (Basic): US 4706878 A

The mailer has one end folded over and glued to form the return body of an envelope. A serrated line runs across the blank a short distance from the envelope body to leave a closing flap. The portion of the blank beyond the serrated line bears the **letter** text which could be **personalised** to the party to whom it is directed. The name and address of the party to whom it is destined could be printed in the usual position on the letter part as well as on the upper left-hand corner of the return envelope.

The individual account number could also be printed on the envelope portion in order to eliminate having to send any other material in the envelope other than a cheque covering the amount being collected. A window could be located on the letter portion of the blank, such that when the mailer is folded closed, the name and address shows through the window.

USE - Self-mailing envelope esp. for use with laser-electronic printing equipment.

4/7

Derwent Class: Q32

International Patent Class (Additional): B65D-027/06

Set	Items	Description
S1	35358	STATEMENT? ? OR LETTER? ? OR (BILL OR BILLS) (NOT 10N) (HOUSE OR SENATE OR HR OR CLINTON OR LEGISLAT?) OR INVOICE? ? OR (M- ONTLY OR BANK OR FINANCIAL OR BILLING OR ACCOUNT OR UTILITY)- (2N) (STATEMENT? ? OR MAILING?)
S2	65510	AD OR ADS OR ADVERT? OR (SPECIAL OR PROMOTIONAL OR PRODUCT- ) (3W) (ANNOUNCEMENT? OR NOTICE? OR MESSAGE? OR INCENTIVE? OR O- FFER? ?) OR INFORMATION? (2W) MESSAGE? OR OFFER? ? OR MESSAGE? - OR PROMOTION?
S3	49827	CUSTOMI? OR TAILOR? OR PERSONALIZ? OR PERSONALIS? OR TARGE- T? OR (CUSTOMER? OR CLIENT? ? OR CONSUMER? OR SUBSCRIBER? OR - SHOPPER?) (2N) (SPECIFIC OR DIRECT OR DIRECTED OR VARIABLE (1W) (- INFORMATION OR DATA))
S4	33177	DATABASE? OR DATA() (BASE? ? OR BANK? ?) OR DATA() WAREHOUS? OR DATABANK? OR FILE OR FILES OR DATAWAREHOUS?
S5	3	S1(10N) S3(S) S2(S) S4
S6	24	S1/FW(10N) S3/FW(S) S2/FW
S7	21	S6 NOT S5
S8	11	S7 NOT (ALARM? OR SENSOR? OR BOOKLET OR CRYPTOGRAPH?)
S9	0	AU=LIBMAN RICHARD ?
	?	

• 5/5,K/1 (Item 1 from file: 348)

DIALOG(R)File 348:European Patents

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00437420

ORDER fax of complete patent from Dialog SourceOne. See HELP ORDER 348

Method and apparatus for the billing of value-added communication calls

Verfahren und Gerat zur Verrechnung von valorisierten Kommunikationsanrufen

Methode et appareil pour la facturation d'appels de communication valorisés

PATENT ASSIGNEE:

AT&T Corp., (589370), 32 Avenue of the Americas, New York, NY 10013-2412,  
(US), (applicant designated states: DE;FR;GB)

INVENTOR:

Benyacar, Irving, 496 Bayberry Ct., Englishtown, New Jersey 07726, (US)  
Courte, Elizabeth V., 93 Spruce Drive, Fair Haven, New Jersey 07704, (US)  
Friedes, Albert, 28 Yorktown Rd., East Brunswick, New Jersey 08816, (US)  
Howe, Thomas P., 12 Arrowhead Road, Whitehouse Station, New Jersey 08889,  
(US)

Kaufman, David D., 1634 Ponce deLeon Avenue, Atlanta, Georgia 30307, (US)  
Magura, James R., 44 Tuxford Terrace, Basking Ridge, New Jersey 07920,  
(US)

Rees, Rachelle E., 134 Crawfords Corner Rd., Holmdel, New Jersey 07733,  
(US)

Steinert, Pamela A., RR1 25B Cranberry Road, Farmingdale, New Jersey  
07727, (US)

Venkataramana, Mohan, 21 Frontier Way, Tinton Falls, New Jersey 07753,  
(US)

Zhou, Yong, 25 Knob Hill Road, Hackettstown, New Jersey 07840, (US)

LEGAL REPRESENTATIVE:

Buckley, Christopher Simon Thirsk et al (28912), AT&T (UK) LTD., AT&T  
Intellectual Property Division, 5 Mornington Road, Woodford Green,  
Essex IG8 0TU, (GB)

PATENT (CC, No, Kind, Date): EP 452591 A2 911023 (Basic)

EP 452591 A3 920527

EP 452591 B1 960612

APPLICATION (CC, No, Date): EP 90313462 901211;

PRIORITY (CC, No, Date): US 509662 900416

DESIGNATED STATES: DE; FR; GB

INTERNATIONAL PATENT CLASS: H04M-003/42; H04M-007/00; H04M-015/00;  
H04Q-003/00;

CITED PATENTS (EP A): FR 2624679 A; WO 8800419 A

CITED REFERENCES (EP A):

PATENT ABSTRACTS OF JAPAN vol. 13, no. 062 (E-715)13 February 1989

PATENT ABSTRACTS OF JAPAN vol. 12, no. 285 (E-642)4 August 1988

IEEE GLOBAL TELECOMMUNICATION CONFERENCE vol. 3/3, December 1986, HUSTON,  
TX - USA pages 1336 - 1340; REDDING N.: 'Network Services Databases';

ABSTRACT EP 452591 A2

A call billing method and apparatus specifies, on a call-by-call basis, the calling charges incurred by a caller during a call to a sponsor-provided value-added service. The method provides the sponsor real time access to rate tables to specify call billing parameters needed to rate calls made to a sponsor number. A billing number is determined and validated and used to identify the party to receive a billing record for the call. A separate billing record is created for each call to the sponsor's number which includes sponsor-specified charges determined using the call billing parameters. Another feature enables the caller or called party to provide call billing parameters for billing and identification purposes. (see image in original document)

ABSTRACT WORD COUNT: 120

LEGAL STATUS (Type, Pub Date, Kind, Text):

Application: 911023 A2 Published application (A1with Search Report  
;A2without Search Report)

Search Report: 920527 A3 Separate publication of the European or  
International search report

Examination: 930113 A2 Date of filing of request for examination:  
921113

Change: 940223 A2 Representative (change)

\* Assignee: 940622 A2 Applicant (name, address) (change)  
 Examination: 950222 A2 Date of despatch of first examination report:  
                   950112  
 Grant: 960612 B1 Granted patent  
 Oppn None: 970604 B1 No opposition filed  
 LANGUAGE (Publication,Procedural,Application): English; English; English  
 FULLTEXT AVAILABILITY:  

Available Text	Language	Update	Word Count
CLAIMS B	(English)	EPAB96	1175
CLAIMS B	(German)	EPAB96	1034
CLAIMS B	(French)	EPAB96	1390
SPEC B	(English)	EPAB96	7737
Total word count - document A			0
Total word count - document B			11336
Total word count - documents A + B			11336

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...SPECIFICATION to infinity (free call). The free period can also be used by the sponsor to advise the caller of the charges involved, or provide product **advertisement**.

\* The sponsor can specify two Subaccount Indicators (SAI-C and SAI-S). The Subaccount Indicator for the Caller (SAI-C) will appear in the caller...caller (SDC) is a character string defined by the sponsor which will appear in the caller bill. The SDC allows the sponsor to customize their **messages** for the value-added call. The sponsor can also change the displayed Descriptors substantially in real time.

\* The sponsor can also specify other Sponsor Entered...

...defining the "Call Identifier-Sponsor" Indicator (CIS). The CIS indicator may be identical in format to the unique identifier for the call defined by the **Database** (CID), described below. By using the CIS parameter in conjunction with the other Sponsor-Specified Caller Rate Information (SCI) parameters, the sponsor can obtain unique...

#### 5/5,K/2 (Item 2 from file: 348)

DIALOG(R)File 348:European Patents  
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00433402

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**Computer system and method for work management**

**Rechnersystem und Verfahren zur Arbeitsverwaltung**

**Système et méthode d'ordinateur pour gestion de travail**

PATENT ASSIGNEE:

HARTFORD FIRE INSURANCE COMPANY, (2055520), Hartford Plaza, Hartford,  
 Connecticut 06115, (US), (applicant designated states:  
 AT;BE;CH;DE;DK;ES;FR;GB;GR;IT;LI;LU;NL;SE)

INVENTOR:

Montresor, Beverly, 20 Brookfield Road, West Hartford Connecticut 06107,  
 (US)

Long, Joseph, 73 Grennan Road, West Hartford Connecticut 06107, (US)

Fritz, Denise, 100 Hedgehog Lane, West Simsbury, Connecticut 06092, (US)

Retartha, Anthony, 121 Woodcreek Road, Burlington, Connecticut 06013,  
 (US)

Barr, Robin, 44 Avonwood Road, Apt. 208, Avon, Connecticut 06001, (US)

Round, Mary Jo, 16 Judy Lane, South Windsor, Connecticut 06074, (US)

Duffy, Joan, 35 Hildurcrest Drive, Simsbury, Connecticut 06070, (US)

Hughes, David, 236, Lake Plymouth Blvd., Plymouth, Connecticut 06782,  
 (US)

Benson, Ronald, Mine Road, Bristol, Connecticut 06010, (US)

Gaddas, John, R., 79 Wardwell Road, West Hartford, Connecticut 06107,  
 (US)

Moore, Susan, 8 Bella Lane, Unionville, 06085 Connecticut, (US)

Guilmette, Robert, 5 Basswood Court,, Bloomfield, 06002 Connecticut, (US)

Prignon Gary, 33 Glennwood Drive, Plainville, Connecticut 06062, (US)

Patch Teresa, Weteringschans 95, NL-1017 RZ Amsterdam, (NL)

Girardini Joseph, 31 Kibbe Road, Ellington, Connecticut 06029, (US)  
Maytubby Lymon, 16 Lake Street, South Windsor, Connecticut 06074, (US)  
Beauchesne Linda, 16 Eastridge Drive, Santa Cruz, California 95060, (US)  
Machnich Christopher, 117 Peach Tree Road, Glastonbury, Connecticut 06013  
, (US)  
Burdick Maureen, 78 Davis Road, Burlington, Connecticut 06013, (US)  
Pollnow, Russell, 80 Ralph Road, Manchester CO, (US)  
Fletcher, Paul, 51 Hartwell Road, West Hartford CO, (US)

LEGAL REPRESENTATIVE:

Arthur, Bryan Edward et al (27782), Withers & Rogers 4 Dyer's Buildings  
Holborn, London EC1N 2JT, (GB)

PATENT (CC, No, Kind, Date): EP 472786 A1 920304 (Basic)  
EP 472786 B1 960313

APPLICATION (CC, No, Date): EP 90309383 900828;

PRIORITY (CC, No, Date): EP 90309383 900828

DESIGNATED STATES: AT; BE; CH; DE; DK; ES; FR; GB; GR; IT; LI; LU; NL; SE  
INTERNATIONAL PATENT CLASS: G06F-017/60;

CITED PATENTS (EP A): US 4503499 A; EP 269875 A

CITED REFERENCES (EP A):

IBM SYSTEMS JOURNAL, vol. 21, no. 3, 1982, pages 327-350, New York, US;  
V.Y. LUM et al.: "OPAS: An office procedure automation system"

IDEM

COMMUNICATIONS OF THE ASSOCIATION FOR COMPUTING MACHINERY, vol. 25, no.  
7, July 1982, pages 453-478, New York, US; D. TSICHRITZIS: "Form  
management"

IEEE TRANSACTIONS ON SOFTWARE ENGINEERING, vol. SE-8, no. 5, September  
1982, pages 499-512, New York, US; N.C. SHU et al.: "Specification of  
forms processing and business procedures for office automation"

COMPUTER JOURNAL, vol. 26, no. 1, February 1983, pages 52-59, London, GB;  
N.H. GEHANI: "High level form definition office information systems";

ABSTRACT EP 472786 A1

A computerized system and method for managing work in process is provided. An initial transaction records case specific information. The case specific information is automatically linked with a work source index which includes basic client information. An electronic file is created for each case arising out of the initial transaction record. As work is performed on the case, the system tracks its progress and provides a variety of support functions. An electronic activity log function maintains a record of key activities involved in the processing of work items. An electronic diary function provides a means for prioritizing work and for scheduling various tasks. A staff table function provides a facility for storing information relevant to office personnel. Most of the system functions are integrated with the staff table function which provides a number of security and function parameters. A text processing function is provided which integrates stored database information into preformatted and customized documents. A "local data" function provides a facility for customization of data recordation and output at the local level. Various other system functions provide the ability to modify, update, search and record additional case information.

ABSTRACT WORD COUNT: 190

LEGAL STATUS (Type, Pub Date, Kind, Text):

Application: 920304 A1 Published application (A1with Search Report  
;A2without Search Report)

Examination: 920304 A1 Date of filing of request for examination:  
901227

Examination: 931020 A1 Date of despatch of first examination report:  
930903

\*Assignee: 941207 A1 Applicant (transfer of rights) (change): ITT  
CORPORATION (1606361) 320 Park Avenue New York,  
NY 10022 (US) (applicant designated states:  
AT;BE;CH;DE;DK;ES;FR;GB;GR;IT;LI;LU;NL;SE)

Change: 951206 A1 Representative (change)

\*Assignee: 951206 A1 Applicant (transfer of rights) (change): ITT  
Corporation (1606363) 1330 Avenue of the  
Americas New York, New York 10019 (US)

(applicant designated states:  
AT;BE;CH;DE;DK;ES;FR;GB;GR;IT;LI;LU;NL;SE)

\*Assignee: 951206 A1 Previous applicant in case of transfer of rights (change): ITT CORPORATION (1606361) 320 Park Avenue New York, NY 10022 (US) (applicant designated states:  
AT;BE;CH;DE;DK;ES;FR;GB;GR;IT;LI;LU;NL;SE)

\*Assignee: 960124 A1 Applicant (transfer of rights) (change): HARTFQRD FIRE INSURANCE COMPANY (2055520) Hartford Plaza Hartford, Connecticut 06115 (US) (applicant designated states:  
AT;BE;CH;DE;DK;ES;FR;GB;GR;IT;LI;LU;NL;SE)

\*Assignee: 960124 A1 Previous applicant in case of transfer of rights (change): ITT Corporation (1606363) 1330 Avenue of the Americas New York, New York 10019 (US) (applicant designated states:  
AT;BE;CH;DE;DK;ES;FR;GB;GR;IT;LI;LU;NL;SE)

Grant: 960313 B1 Granted patent

Lapse: 961030 B1 Date of lapse of the European patent in a Contracting State: DE 960614, SE 960613

Lapse: 961030 B1 Date of lapse of the European patent in a Contracting State: DE 960614, SE 960613

Lapse: 961227 B1 Date of lapse of the European patent in a Contracting State: BE 960313, DE 960614, SE 960613

Lapse: 970115 B1 Date of lapse of the European patent in a Contracting State: AT 960313, BE 960313, DE 960614, SE 960613

Oppn None: 970305 B1 No opposition filed

Lapse: 970319 B1 Date of lapse of the European patent in a Contracting State: AT 960313, BE 960313, DE 960614, FR 960809, SE 960613

Lapse: 970709 B1 Date of lapse of the European patent in a Contracting State: AT 960313, BE 960313, CH 960313, LI 960313, DE 960614, FR 960809, SE 960613

Lapse: 970709 B1 Date of lapse of the European patent in a Contracting State: AT 960313, BE 960313, CH 960313, LI 960313, DE 960614, FR 960809, SE 960613

Lapse: 970723 B1 Date of lapse of the European patent in a Contracting State: AT 960313, BE 960313, CH 960313, LI 960313, DE 960614, FR 960809, GB 960828, SE 960613

Lapse: 980408 B1 Date of lapse of the European patent in a Contracting State: AT 960313, BE 960313, CH 960313, LI 960313, DE 960614, DK 960313, FR 960809, GB 960828, SE 960613

Lapse: 991020 B1 Date of lapse of European Patent in a contracting state (Country, date): AT 19960313, BE 19960313, CH 19960313, LI 19960313, DE 19960614, DK 19960313, FR 19960809, GB 19960828, IT 19960313, SE 19960613,

LANGUAGE (Publication, Procedural, Application): English; English; English  
 FULLTEXT AVAILABILITY:

Available Text	Language	Update	Word Count
CLAIMS A	(English)	EPABF1	3861
CLAIMS B	(English)	EPAB96	1173
CLAIMS B	(German)	EPAB96	1266
CLAIMS B	(French)	EPAB96	1374
SPEC A	(English)	EPABF1	16150
SPEC B	(English)	EPAB96	16191
Total word count - document A			20011
Total word count - document B			20004
Total word count - documents A + B			40015

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...SPECIFICATION which rely on the information input through a Local Data screen or field. Since the information input through Local Data is maintained on a local **database** it is also available for extraction through the **Ad Hoc Reporting** function.

As can be clearly seen, the present invention yields substantial improvements over prior systems. Other features and advantages of the invention are...

...SPECIFICATION which rely on the information input through a Local Data screen or field. Since the information input through Local Data is maintained on a local **database** it is also available for extraction through the **Ad Hoc Reporting** function.

As can be clearly seen, the present invention yields substantial improvements over prior systems. Other features and advantages of the invention are...

**5/5, K/3 (Item 3 from file: 348)**

DIALOG(R) File 348:European Patents  
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00314229

ORDER fax of complete patent from Dialog SourceOne. See HELP ORDER 348  
**Inventory control method and apparatus for disposable contact lenses**  
**Lagerbestandssteuerungsverfahren und -apparat fur Wegwerfkontaktlinsen**  
**Methode et appareil pour le controle d'inventaire de lentilles de contact jetables**

PATENT ASSIGNEE:

JOHNSON & JOHNSON VISION PRODUCTS, INC., (549654), 1417 San Marco Boulevard P.O.Box 10157, Jacksonville, Florida 32207, (US), (applicant designated states: AT;BE;CH;DE;ES;FR;GB;IT;LI;LU;NL;SE)

INVENTOR:

Pauly, Thomas Erwin, 4173 Markin, Drive West, Jacksonville, FL 32211, (US)

Van Duren, Jeffrey Carl, 3430 Cormorant Cove Drive, Jacksonville, FL 32223, (US)

Henessey, John Patrick, 4451 Charter Point Blvd., Jacksonville, FL 32211, (US)

Christiansen, James Michael, 10940 Luana Drive North, Jacksonville, FL 32216, (US)

LEGAL REPRESENTATIVE:

Jones, Alan John et al (32391), CARPMAELS & RANSFORD 43 Bloomsbury Square, London, WC1A 2RA, (GB)

PATENT (CC, No, Kind, Date): EP 299690 A2 890118 (Basic)

EP 299690 A3 900613

EP 299690 B1 960925

APPLICATION (CC, No, Date): EP 88306258 880708;

PRIORITY (CC, No, Date): US 72184 870710

DESIGNATED STATES: AT; BE; CH; DE; ES; FR; GB; IT; LI; LU; NL; SE

INTERNATIONAL PATENT CLASS: G06F-017/00; G06F-153/00; G06F-159/00

CITED PATENTS (EP A): EP 224685 A

CITED REFERENCES (EP A):

PROCEEDINGS OF THE TENTH ANNUAL SYMPOSIUM ON "COMPUTER APPLICATIONS IN MEDICAL CARE", Washington, D.C., 25th - 26th October 1986, pages 120-132; SCHERRER et al.: "A Hospital Information System in Continuous Operation and Expansion: Concepts, Tools and Migration"

PROCEEDINGS OF THE TENTH ANNUAL SYMPOSIUM ON "COMPUTER APPLICATIONS IN MEDICAL CARE", Washington, D.C., 25th - 26th October 1986, pages 133-140; MUNNECKE: "Large Scale Portability of Hospital Information System Software"

SIEMENS COM-SIEMENS MAGAZINE OF COMPUTERS & COMMUNICATIONS XV, no. 2, March-April 1987, pages 19-20, Berlin & Munich, DE; ESSER: "Just what the doctor ordered!";

ABSTRACT EP 299690 A2

Systems and methods are provided for the accurate, ongoing filling of prescriptions for disposable contact lenses. In a preferred system, a central ordering/inventory computer is associated with satellite PCs at

support and office automation, as well as families of financial and manufacturing applications packages. All Oracle products are available on PCs, minicomputers and mainframes, and...

10/3,K/11 (Item 3 from file: 635)  
DIALOG(R)File 635:Business Dateline(R)  
(c) 1998 UMI. All rts. reserv.

0146583 90-29615

**Dollars and Dialers: Phone Company's Plan to Sell Names Stirs Controversy**  
Enrico, Dottie  
Newsday (Melville, NY, US), v50 n279 s1 p3  
PUBL DATE: 900611  
DATELINE: New York, NY, US WORD COUNT: 1,728

TEXT:

...s list offered to direct marketers:

Sign and date the form enclosed in your May bill headlined "New York Telephone Will Offer Its Directory Listing to Direct Marketing Firms," and submit with your payment. If you no longer have the form, contact the Direct Marketing Association's Mail Preference Service or its Telephone Preference Service.

Direct Marketing Association 11 W...

10/3,K/12 (Item 4 from file: 635)  
DIALOG(R)File 635:Business Dateline(R)  
(c) 1998 UMI. All rts. reserv.

0063247 88-21408

**A Need, an Investment, or Both?**  
Simmons, Robin  
Florida Business-Tampa Bay (Tampa, FL, US), v3 n8 s1 p38  
PUBL DATE: 880800  
DATELINE: Sarasota, FL, US WORD COUNT: 3,362

TEXT:

...my partner in other real estate ventures," says Grasser. "He'd be my partner and offer me his financial statement, his signature and his telephone number. (Woolley) said, 'If you need more than those three things, I'm not going...

10/3,K/13 (Item 1 from file: 47)  
DIALOG(R)File 47:Magazine Database(TM)  
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00847356 SUPPLIER NUMBER: 04781077 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Do your ads need a superagency? Maybe, if they're unrelated to your other selling efforts. (integrated marketing)**

Ramirez, Anthony  
Fortune, v115, p81(4)  
April 27, 1987  
ISSN: 0015-8259 LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 2824 LINE COUNT: 00222

... 26,000. It changed the marketing mix from 100% advertising to 70% advertising and 30% direct marketing and promotion, figuring that the number of potential luxury car owners is so small that a lot of mass-market advertising is wasted, according to Bill Power, the general manager for Young & Rubicam in Detroit. About \$2 million was shifted from advertising...

10/3,K/14 (Item 1 from file: 636)

0146583/9

DIALOG(R) File 635:Business Dateline(R)  
(c) 1998 UMI. All rts. reserv.

0146583 90-29615

Dollars and Dialers: Phone Company's Plan to Sell Names Stirs Controversy  
Enrico, Dottie  
Newsday (Melville, NY, US), v50 n279 s1 p3  
PUBL DATE: 900611  
JOURNAL CODE: NEWD  
DOC TYPE: Newspaper article  
DATELINE: New York, NY, US WORD COUNT: 1,728

TEXT:

Every day Lee Gabrilovitch returns from her mailbox and throws out the five or six pieces of junk mail mixed in with her bills, letters and magazines.

When the Albany housewife heard that New York Telephone had recently slipped a ~~form~~ into her statement saying they plan to make telephone listings available to direct marketers, she was outraged.

"I am so tired of getting all of this wasted material," says Gabrilovitch. "It's annoying and also bad for the environment."

If you pitched all the inserts in your last New York Telephone bill without reading the fine print, then you may be in for a shock as well.

Next month, the phone company hopes to become the state's first public utility company to enter the \$3-billion list-rental segment of the direct mail business by renting to direct marketers ~~the names, addresses and phone numbers from the 4.7 million consumer and business listings in its directories.~~

The move is raising serious concerns about privacy and harassment issues among New York consumer advocates. Although consumers can arrange to be left off the list that the utility sells, privacy advocates want the onus placed on the phone company to actually obtain consumers' permission in the first place.

Some public officials are also questioning whether profits from the list rental will be passed on to consumers in the form of lower rates. The plan comes at a time when New York Telephone has also proposed a \$965-million rate hike that could raise the cost of basic service in New York by about 34 percent next year.

"We're constantly looking for new ways to raise revenues without going to consumers," said Steve Marcus, a New York Telephone spokesman. "This was the reason we decided to approach the Public Service Commission about renting information from our directories."

There are now more than 10,000 lists being rented by credit card companies, publishers, associations and retailers but few public utility companies have gotten in on the act until recently. U.S. West and Illinois Bell already rent their consumer and business listings to marketers, but Pacific Bell a few years ago abandoned its attempt to market consumer listings when it experienced heavy protest from consumer groups.

The private consumer rights organization New York Public Interest Research Group and the state Consumer Protection Agency, both based in

Albany, plan to file formal complaints with the state Public Service Commission this week protesting the telephone company's petition. The state agency has already received more than 50 complaints directly from consumers who are concerned about receiving more junk mail and about invasion of their privacy.

"Renting information from the White Pages is going to open up Pandora's Box," says Richard Kessel, executive director of the state Consumer Protection Agency. "Our mailboxes and phone lines are cluttered enough with material from companies trying to sell us things."

Kessel announced yesterday that he will petition the Public Service Commission to reject New York Telephone's proposal to sell the lists when the board reviews the request next month. Last fall the commission approved the practice in principle, but at that time also expressed concerns about how the sale of the lists would be administered. The agency was concerned that the lists would be handled by an unregulated subsidiary of NYNEX, New York Telephone company's parent, and not subject to review by the state. New York Telephone, a company subject to regulation by the commission, has now assured the agency that it will handle the administration of the lists.

"We were concerned about which operating division of the company would handle the sale of the lists. It is important that sales be handled in one of the regulated subsidiaries so information about the operations can be accessed in a timely fashion," says Gail Garfield Schwartz, deputy chairman of the state Public Service Commission.

Schwartz agreed that there were significant privacy issues at hand, but noted that only published information about consumers such as name, address, and phone number would be available on the lists. Federal law prevents the phone company from divulging confidential information about caller behavior such as the number of calls placed or who is being called.

Marketing experts say that consumers are naive if they think that what New York Telephone is doing is an invasion of their privacy. There are hundreds of companies who already cull information from local phone books and rent it to marketers. These companies are called list brokers, and they charge anywhere from \$20 to \$100 for 1,000 listings. New York Telephone plans to sell its information for \$50 to \$70 per approximately 1,000 listings.

"The information they're providing is already available through other sources," says Jim McQuaid, president of Metro Mail, a large list brokering house. "The one thing that distinguishes the information is the telephone company's ability to provide current listings and new service information."

Those marketers who might be most eager to rent listings from the telephone company are furniture stores, banks, credit card companies, restaurants and other businesses who want to introduce their services to new residents. McQuaid says more telemarketers than direct mail companies might be interested in the phone company's lists since telemarketers are very dependent on having accurate, current phone numbers.

All list brokers have stringent guidelines about who they will or won't rent to, according to McQuaid. Companies selling products deemed inappropriate or illegal are never rented lists, he said. Many of the larger companies, such as American Express, also do not rent to telemarketers.

American Express, in fact, will only rent its lists of card holders to service establishments that accept the American Express Card.

Although no other New York public utility company, including the Long Island Lighting Co. and Con Edison, has ever offered listings to marketers, the state Department of Motor Vehicles has made information on vehicle registration available to private companies since 1940 when the state passed legislation allowing it to do so.

The legislation allowed the department to sell the information to the list broker submitting the highest bid. R. L. Polk, a Detroit-based company, won the bid and currently pays \$1.1 million for use of the agency's information.

Back in 1967, Corliss Lamont, a Manhattan resident and retired philosophy professor, sued the department, saying he believed selling such information was an invasion of his privacy. He lost the suit because the federal court did not find the motor vehicle department's information to be vital or intimate, and, the court said, the information could have been available to anyone on demand.

Now that privacy issues are gaining momentum, however, legislation was passed during the last legislative session requiring the Department of Motor Vehicles to inform people that they have the option to request their names be withheld from Polk's list. The legislation doesn't take effect until 1993, but agency spokesman George Filieau says the department may publicize the option as soon as 1991.

New York Telephone last month quietly slipped forms into its May billing statements asking consumers to notify them if they wish to have their names removed from the list. So far, 800,000 parties have asked to be left off. Customers with nonpublished numbers will be automatically excluded from the lists.

Many list marketers say consumers want to receive certain kinds of mailings, but establishing a strong list exclusion-awareness program is important because it helps create a better-defined list. Those who opt to be removed from the lists probably don't like to shop by mail, they say.

"One of the most important aspects to our program is the list exclusion program," said Stephen Cone, senior vice president of direct marketing for American Express Travel Related Services. Cone says card holders receive several opportunities to be excluded from mailing lists, but says less than 5 percent opt to be excluded.

Government officials say that New York Telephone did not do a good job of telling people that the forms would be included in the bills, so many consumers overlooked them.

"The overwhelming majority of us would not want our names sold, yet I doubt that an overwhelming majority of phone customers turned in these forms to state this preference," said Mark Green, New York City's Commissioner of Consumer Affairs. "Why? Because New York Telephone did not exactly go out of its way to inform people of what it was up to."

The question of affirmative permission versus passive participation on mailing lists is one of the key issues for officials who oppose New York Telephone's move. An affirmative permission is where a consumer writes in saying, "Yes. Put me on the list." Passive participation, however, is when a person is automatically included on a list unless he or she takes action and asks to be removed from it.

In the complaint it is filing with the Public Service Commission this week, the Consumer Protection Agency is asking New York Telephone to only provide subscriber lists compiled by affirmative permissions. Many local politicians agree.

"The phone company's request should only be approved if there's a mechanism for written approval from each individual subscriber," said Nassau County Executive Thomas S. Gulotta. "All revenues derived from the sale of the list should also be used exclusively to reduce residential telephone rates."

New York Telephone officials say, however, that the phone company only expects to make about \$500,000 in gross revenues from the list service in 1991. This is an insignificant sum compared to what New York Telephone

DIALOG(R)File 636:IAC Newsletter DB(TM)  
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03143368

**CONSUMER EDI AIDS ELECTRONIC BILLING**  
EDI News April 15, 1996 V. 10 NO. 8  
ISSN: 0894-9212 WORD COUNT: 376  
PUBLISHER: Phillips Business Information, Inc.

...sure your system can send out or store electronic addresses;

- \* Encourage your customers pay via **direct debit**;
- \* **Market** electronic bill presentment. Most consumers don't read **utility bill** stuffers. **Advertise** the new features on the envelope
- \* Jointly promote with other companies and your local automated...

**10/3,K/15 (Item 2 from file: 636)**

DIALOG(R)File 636:IAC Newsletter DB(TM)  
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02868677

**SponsorBits: Sony, Pillsbury, Bud & Miller**  
Entertainment Marketing Letter August 1995 V. 8 NO. 8  
ISSN: 1048-5112 WORD COUNT: 672  
PUBLISHER: EPM Communications, Inc

... young adult African -American audience, using music as a vehicle, says Cindy Alston, Brand Director-**Equity** Communications for Gatorade (phone: 312-222-7111). Callers sample music releases on a touch-tone...

... Rangers Girls" line of videos, including "Two For One" and "Forever Friends," reports Pillsbury's **Bill McCarthy**, Group **Promotions Manager** ( phone : 612-330-4966). The tapes include offer of \$1.19 off Pillsbury Power Rangers frozen...

**10/3,K/16 (Item 3 from file: 636)**

DIALOG(R)File 636:IAC Newsletter DB(TM)  
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01973354

**Moving Home Banking Into The EFT Mainstream**  
Bank Network News August 12, 1993  
WORD COUNT: 1724  
PUBLISHER: Faulkner & Gray, Inc.

... conducted this spring by Tampa-based Payment Systems Inc. of 85 of the 150 largest **financial** institutions revealed that 80% offer an automated telephone banking service, 25% **offer** a **telephone bill** payment service and 14% **offer** personal computer-based banking. In addition, 35% are considering offering a screen-based home banking...

**10/3,K/17 (Item 4 from file: 636)**

DIALOG(R)File 636:IAC Newsletter DB(TM)  
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01116366

**REILLY: POLLUTION PREVENTION MANDATES ARE BAD POLICY**  
Environment Week May 23, 1991 V. 4 NO. 21  
ISSN: 1041-8105 WORD COUNT: 628  
PUBLISHER: King Communications Group, Inc.

...pollution.

Reilly urged the subcommittee to focus on four areas: prioritization of environmental risks; geographic targeting ; pollution prevention and market incentives. EPA will be happy to work with the committee on reauthorizing the CWA, Reilly said, but he declined to say whether the administration would offer its own water bill .

The EPA chief focused on the Science Advisory Board (SAB) report, REDUCING RISK. The nation...

10/3,K/18 (Item 5 from file: 636)  
DIALOG(R)File 636:IAC Newsletter DB(TM)  
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01078000  
**ATA COVERS LEGISLATIVE ISSUES AT SPRING CONFERENCE**  
TELEPHONE NEWS April 15, 1991 V. 12 NO. 15  
ISSN: 0271-5430 WORD COUNT: 570  
PUBLISHER: Phillips Publishing, Inc.

... speak to anyone who has already stated that they do not choose to purchase by telephone . The bill also bans telephone solicitation, unsolicited advertisement , the use of an automatic telephone dialing system, and telephone facsimile machines.

ATA opposes the...

10/3,K/19 (Item 1 from file: 16)  
DIALOG(R)File 16:IAC PROMT(R)  
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05036427  
**Consumers Clamoring For More Direct Bill Payment Programs**  
About 20% of financial institutions now offer direct payment  
Bank Technology News April 1994 p. 8  
ISSN: 0895-9293  
\*FULL TEXT AVAILABLE IN FORMAT 7 OR 9\* WORD COUNT: 475

...indicates interest in electric and utility bills, cable TV bills and car insurance premiums.

A direct payment market that banks are fostering is loan payments for loans originated and held by the bank...

...percent of banks promote direct payment for such loans, compared to only 37 percent that promote payment of bills such as utility company payments.

The study also examined processing costs for automated clearing house (ACH) debits drawn...

10/3,K/20 (Item 2 from file: 16)  
DIALOG(R)File 16:IAC PROMT(R)  
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04473630  
**When High Tech Becomes Mass Tech**  
Marketing Computers June, 1993 p. 6  
ISSN: 8750-1848  
\*FULL TEXT AVAILABLE IN FORMAT 7 OR 9\* WORD COUNT: 810

...controller boxes by having them bring in their old controllers, cable hook-ups or monthly statements ?

How long before the phone companies offer competitive upgrades to win us over to their smart phone and video dial tone services? How long before America OnLine or Prodigy uses MCI's Friends and Family technique to build their online services? Tell us who you send E-mail to and...

10/3,K/21 (Item 3 from file: 16)  
DIALOG(R)File 16:IAC PROMT(R)  
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03292091

**Telemarketing industry braces for a round of federal legislation**  
Telemarketing industry faces federal legislation  
Business Marketing August, 1991 p. 8  
ISSN: 0745-5933

\*FULL TEXT AVAILABLE IN FORMAT 7 OR 9\* WORD COUNT: 768

...Status: Hearings scheduled for late July.  
Sen. John McCain 1. See No. 1 under Inouye **bill**.  
(R-Ariz.) 2. Requires **phone** companies to **offer** blocking  
of 900 calls to consumers at no charge.  
3. Require price and content disclosures...

10/3,K/22 (Item 4 from file: 16)  
DIALOG(R)File 16:IAC PROMT(R)  
(c) 1998 Information Access Co. All rts. reserv.

02854233

**System 1032/SQL from CompuServe Data Technologies Provides ANSI Standard SQL Access to System 1032 Data**  
News Release September 20, 1990 p. 1

... company's fully- integrated flagship product. The new product expands CDT's reach into the **database market** by offering users the added flexibility of ANSI standard Structured Query Language (SQL) access to...

... create both interactive and batch queries on System 1032 data. An interactive editor for SQL **statements** provides a **powerful** query management system for ad hoc querying and updating. Developers can use this interactive component to prototype SQL processes before...

10/3,K/23 (Item 5 from file: 16)  
DIALOG(R)File 16:IAC PROMT(R)  
(c) 1998 Information Access Co. All rts. reserv.

00595667

**Direct marketing in the UK is different than in the US.**  
Magazine of Direct Marketing August, 1980 p. 22,26+

...one experiment, the PO/Phone Co included an advertising folder as an insert in a **telephone bill** mailing. The folder **advertised** new equipment, but also provided space for 'outside' advertisers, one of which was a dairy...

...a pack of skimmed milk cost in \$270,000 (US), but generated 2.8 mil **purchase** responses. AJ Byrene, consultant, Marsland House (Cheshire, England), examines the various market conditions that create...

... almost impossible to rent good mailing lists, and offers an analysis of the state of **direct marketing** in that country. ...

10/3,K/24 (Item 1 from file: 148)  
DIALOG(R)File 148:IAC Trade & Industry Database  
(c) 1998 Info Access Co. All rts. reserv.

09233875 SUPPLIER NUMBER: 19064491 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
Forget the wrinkle cream, let DMV halt aging process. (Dept. of Motor Vehicles; photos in driver's license)  
Hirsch, Dick

Business First of Buffalo, v13, n9, p46(1)

Dec '9, 1996

ISSN: 0749-9418

LANGUAGE: English

RECORD TYPE: Fulltext

WORD COUNT: 794

LINE COUNT: 00058

... person delivered my renewed license. There was a full bundle that day of credit card statements , the gas bill , an irresistible offer for installation of seamless gutters and direct mail catalogs selling everything from dog collars to electric heated and insulated socks.

But I passed over them...

10/3,K/25 (Item 2 from file: 148)

DIALOG(R)File 148:IAC Trade & Industry Database

(c) 1998 Info Access Co. All rts. reserv.

08991353 SUPPLIER NUMBER: 18724611 (USE FORMAT 7 OR 9 FOR FULL TEXT)

CUs and remote services. (credit unions and computer-based remote services)

Schmitt, Steven

Credit Union Executive, v36, n5, p8(5)

Sep-Oct, 1996

ISSN: 0011-1058 LANGUAGE: English RECORD TYPE: Fulltext; Abstract

WORD COUNT: 2509 LINE COUNT: 00237

... FOR TABLE II OMITTED) of the people we've sent it to use it," says Bill Peters, database marketing manager.

Telephone representatives from ADT , Inc. of Mechanicsburg, Pa., the credit union's technical support company, field member inquiries. The ...

10/3,K/26 (Item 3 from file: 148)

DIALOG(R)File 148:IAC Trade & Industry Database

(c) 1998 Info Access Co. All rts. reserv.

08013186 SUPPLIER NUMBER: 17317956 (USE FORMAT 7 OR 9 FOR FULL TEXT)

Press Access markets two new editorial databases for high-tech PR professionals; Complete information on interactive and multimedia publications, editors and editorial calendars, plus editorial calendars for high-tech publications in more than 25 countries.

Business Wire, p7201060

July 20, 1995

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 410 LINE COUNT: 00042

... the first complete database of the publications and editors covering the emerging interactive and multimedia markets .

The International Calendars Database is the PR professional's guide to editorial opportunities in computer trade publications in 25...

...100 editorial calendars and more than 1,100 scheduled editorial opportunities, plus address, contact information, phone , fax, mission statement and ad rates.

The Interactive-Multimedia Database is the first database of publications and editors from more...

10/3,K/27 (Item 4 from file: 148)

DIALOG(R)File 148:IAC Trade & Industry Database

(c) 1998 Info Access Co. All rts. reserv.

06126451 SUPPLIER NUMBER: 12669747 (USE FORMAT 7 OR 9 FOR FULL TEXT)

Karl Lewis. (appointed VP of national sales for MTV Networks) (Brief Article)

ADWEEK Eastern Edition, v33, n37, p91(1)

Sept 14, 1992

DOCUMENT TYPE: Brief Article ISSN: 0199-2864 LANGUAGE: ENGLISH

RECORD TYPE: FULLTEXT

WORD COUNT: 149 LINE COUNT: 00013

TEXT:

...vp/ Nickelodeon-Nick at Nite ad sales, Eastern region; Doug Rohrer, vp/MTV: Music Television ad sales ; Bill Waters, director of VH-1 ad sales ; Harriet Shultz, vp/Western ad sales ; and Tom Nihem, director of Detroit ad sales .

10/3,K/28 (Item 5 from file: 148)

DIALOG(R)File 148:IAC Trade & Industry Database  
(c) 1998 Info Access Co. All rts. reserv.

05823933 SUPPLIER NUMBER: 12119687 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
The big squeeze: presidential politics and legislative agendas. (energy policy legislation) (Industry Overview)

Willis, Roy  
Petroleum Independent, v62, n2, p10(2)

Feb, 1992  
DOCUMENT TYPE: Industry Overview ISSN: 0747-2528 LANGUAGE:  
ENGLISH RECORD TYPE: FULLTEXT  
WORD COUNT: 1202 LINE COUNT: 00099

... passed, will not help domestic oil production in the lower 48 states.

On the natural gas side, the bills offer some hope of greater natural gas demand through provisions to mandate alternative fuels (including natural...).

...They also unfortunately contain "anti by-pass" provisions that enable local distribution companies to thwart direct sales opportunities for producers.

Another complicating factor for the natural gas provisions is the likelihood that...

10/3,K/29 (Item 6 from file: 148)

DIALOG(R)File 148:IAC Trade & Industry Database  
(c) 1998 Info Access Co. All rts. reserv.

05228847 SUPPLIER NUMBER: 10828477 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
20 telemarketing bills to closely monitor. (Corpus Juris)

Fliter, Leah  
Telemarketing, v9, n11, p16(3)  
May, 1991  
ISSN: 0730-6156 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
WORD COUNT: 1219 LINE COUNT: 00096

... the call where the required disclosures are made, at no charge to the caller. The bill also states that "Any telephone promoter which offers a prize where chance determines or appears to determine what the prize is..."

...must disclose in the free period an alternate method of participating in the promotion without purchase necessary."

New Jersey AB 4437 would require advertisements for information services to include:

1. The...

10/3,K/30 (Item 7 from file: 148)

DIALOG(R)File 148:IAC Trade & Industry Database  
(c) 1998 Info Access Co. All rts. reserv.

04783575 SUPPLIER NUMBER: 09268543 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
A salute to agency excellence: Travel Weekly first annual achievement awards. (travel agencies)

Travel Weekly, v49, n61, pS6(15)

July 30, 1990

ISSN: 0041-2082

LANGUAGE: ENGLISH

RECORD TYPE: FULLTEXT

WORD COUNT: 9815

LINE COUNT: 00744

... Peter Jennings, anchor and senior editor of ABC's World News Tonight, and author Robert Waterman .

Statements of Success is advertised and is free and open to the public, who are encouraged to write in for...

10/3,K/31 (Item 8 from file: 148)

DIALOG(R)File 148:IAC Trade & Industry Database

(c) 1998 Info Access Co. All rts. reserv.

03915535 SUPPLIER NUMBER: 07591411 (USE FORMAT 7 OR 9 FOR FULL TEXT)

The phone or a PC? (remote banking)

Fink, Ronald B.

United States Banker, v98, n5, p55(3)

May, 1989

ISSN: 0148-8848 LANGUAGE: ENGLISH

RECORD TYPE: FULLTEXT

WORD COUNT: 1876 LINE COUNT: 00144

... has supplanted the computer service free of charge."

By the same token, most banks that offer bank-by-phone service contend that bill -paying is the most expensive feature. That's why most either charge for the feature...

...times," says Sherman McCorkle, senior vice president at Sunwest Bank in Albuquerque, NM, which has assets of \$2.8 billion. "We don't believe it will pay for itself."

Ken Kranz...

10/3,K/32 (Item 9 from file: 148)

DIALOG(R)File 148:IAC Trade & Industry Database

(c) 1998 Info Access Co. All rts. reserv.

03517146 SUPPLIER NUMBER: 06672587 (USE FORMAT 7 OR 9 FOR FULL TEXT)

Ice cream-yogurt: market segment report.

Scarpa, James

Restaurant Business, v87, n7, p213(14)

May 1, 1988

ISSN: 0097-8043 LANGUAGE: ENGLISH

RECORD TYPE: FULLTEXT

WORD COUNT: 5728 LINE COUNT: 00449

... is to expand within our current markets to create a critical mass of stores for advertising and purchasing power ,," says president Bill Hawfield of The Hardin

10/3,K/33 (Item 10 from file: 148)

DIALOG(R)File 148:IAC Trade & Industry Database

(c) 1998 Info Access Co. All rts. reserv.

03310702 SUPPLIER NUMBER: 05215021 (USE FORMAT 7 OR 9 FOR FULL TEXT)

125 exhibitors at Northeast convention and show: marketers focus on advertising. (Northeast National LP-Gas Association Convention) (special report: LP-gas)

Oil Daily, pC1(1)

Sept 21, 1987

ISSN: 0030-1434 LANGUAGE: ENGLISH

RECORD TYPE: FULLTEXT

WORD COUNT: 537 LINE COUNT: 00044

... will open today's exhibition.

Tuesday' events include a servicemen's conference and seminars on advertising , finances and safety.

Bill Kelner of Gas Training and Development Inc. will talk about safety and venting while Billy Brisson of Controls...

10/3,K/34 (Item 1 from file: 484)  
DIALOG(R)File 484:Periodical Abstracts Plustext  
(c) 1998 UMI. All rts. reserv.

01685387 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**The owners**

Steinbreder, John

Sports Illustrated (GSPI), v79 n11, p64-86

Sep 13, 1993

ISSN: 0038-822X JOURNAL CODE: GSPI

DOCUMENT TYPE: Feature

LANGUAGE: English RECORD TYPE: Fulltext; Abstract

AVAILABILITY: Full text online. UMIACH (SELECTED) CATALOG NO.: 1129.00

WORD COUNT: 8860 LENGTH: Long (31+ col inches)

**TEXT:**

... Net Worth: \$120 Million

Late father Charley bought team--then the Chicago Cardinals--in 1932.

Bill worked as water boy, program ad salesman and scout before taking over. Charley died in 1947, leaving team to wife Violet brother Stormy learned for the first time they had been adopted. Bill, age 61, is a military-history buff.

51 JERRY MCMORRIS Colorado Rockies Net Worth: \$120 Million...

10/3,K/35 (Item 2 from file: 484)

DIALOG(R)File 484:Periodical Abstracts Plustext  
(c) 1998 UMI. All rts. reserv.

01405016 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Read this--Hurry!**

Wilcox, Melynda Dovel

Kiplinger's Personal Finance Magazine (GCHT), v47 n2, p85-88

Feb 1993

ISSN: 1056-697X JOURNAL CODE: GCHT

DOCUMENT TYPE: Feature

LANGUAGE: English RECORD TYPE: Fulltext; Abstract

AVAILABILITY: Full text online. UMIACH CATALOG NO.: 879.01

WORD COUNT: 1506 LENGTH: Long (31+ col inches)

**TEXT:**

... Your Money and Quicken, or it can be purchased separately for \$29.95. Some banks offer electronic bill paying via your home phone for a monthly charge of around \$3. Time saved: 30 minutes to one hour, depending...

hopes to gain through rate hikes.

"It's clearly an invasion of privacy, and the money they'll make from selling the lists is only a drop in the bucket in the scheme of things," said Blair Horner, legislative director of the New York Public Interest Research Group.

#### Getting Off the Lists

To withhold your name from New York Telephone's list offered to direct marketers:

Sign and date the form enclosed in your May bill headlined "New York Telephone Will Offer Its Directory Listing to Direct Marketing Firms," and submit with your payment. If you no longer have the form, contact the Direct Marketing Association's Mail Preference Service or its Telephone Preference Service.

Direct Marketing Association 11 W. 42nd St. PO Box 3861 New York, NY 10163

To have your name removed from the Department of Motor Vehicles list, write:

Commissioner of Motor Vehicles Empire State Plaza Albany, NY 12228

Your name will remain on the department's list for safety-related mailings.

1990 COPYRIGHT: Copyright Newsday Inc. All Rights Reserved.

COMPANY NAMES: New York Telephone Co, New York, NY, US, DUNS:00-698-8349,  
SIC:4811,

CLASSIFICATION CODES: 8330 (Broadcasting & telecommunications); 7000  
(Marketing)

DESCRIPTORS: Telephone companies; Mailing lists; Consumers; Direct marketing; List brokers; Middle Atlantic

• 10/7/1 (Item 1 from file: 351)

DIALOG(R)File 351:DERWENT WPI

(c) 1999 DERWENT INFO LTD. All rts. reserv.

011582848 \*\*Image available\*\*

WPI Acc No: 97-559329/199751

**Text message communication method between mobile and billing centre - encapsulating mobile subscriber entered text messages into connectionless signal associated with particular call, messages are extracted by MSC and transmitted by MSC to billing centre to generate billing statement with messages**

Patent Assignee: ERICSSON INC (TELF )

Inventor: PATEL M

Number of Countries: 076 Number of Patents: 005

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Main IPC	Week
WO 9742772	A2	19971113	WO 97US7608	A	19970506	H04Q-000/00	199751 B
AU 9728283	A	19971126	AU 9728283	A	19970506	H04Q-007/00	199813
US 5835856	A	19981110	US 96646585	A	19960508	H04B-007/22	199901
EP 897642	A2	19990224	EP 97922677	A	19970506	H04Q-007/22	199912
			WO 97US7608	A	19970506		
CN 1225223	A	19990804	CN 97196235	A	19970506	H04Q-007/22	199949

Priority Applications (No Type Date): US 96646585 A 19960508

Cited Patents: -SR.Pub

Patent Details:

Patent	Kind	Lan	Pg	Filing	Notes	Application	Patent
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WO 9742772	A2	E	23				
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Designated States (National): AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE ES FI GB GE HU IL IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK TJ TM TR TT UA UG UZ VN YU

Designated States (Regional): AT BE CH DE DK EA ES FI FR GB GH GR IE IT KE LS LU MC MW NL OA PT SD SE SZ UG

AU 9728283	A	Based on	WO 9742772
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EP 897642	A2	E	Based on	WO 9742772
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Designated States (Regional): DE FI FR GB IT

Abstract (Basic): WO 9742772 A

The method involves encapsulating the mobile subscriber entered text messages into a connectionless signal, the text messages (170) being associated with a particular call. The connectionless signal is transmitted from the mobile station (20) to the mobile switching centre (MSC) serving the mobile.

The text messages encapsulated in the connectionless signal are extracted by the MSC. The extracted text messages are transmitted from the MSC to the billing centre (140). The billing centre generates a **billing statement** including the transmitted text messages for that particular call. The connectionless signal comprises an outgoing call setup request message.

USE - For transportation of user defined text messages from mobile station to billing centre.

ADVANTAGE - Billing centre uses transported text **messages** to generate more **customised billing statements** to enhance information given to user for their calls.

Dwg.3/5

Derwent Class: W01; W02

International Patent Class (Main): H04B-007/22; H04Q-000/00; H04Q-007/00; H04Q-007/22

International Patent Class (Additional): H04M-015/00

10/7/2 (Item 2 from file: 351)

DIALOG(R)File 351:DERWENT WPI

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011123540 \*\*Image available\*\*

WPI Acc No: 97-101464/199710

• Letter with integral envelope - has advertising panel backed by sheet preventing sight of contents  
• Patent Assignee: OSA DRUCK GMBH (OSAD-N)  
Number of Countries: 001 Number of Patents: 001  
Patent Family:  
Patent No Kind Date Applicat No Kind Date Main IPC Week  
DE 29620615 U1 19970130 DE 96U2020615 U 19961127 B42D-015/04 199710 B

Priority Applications (No Type Date): DE 96U2020615 U 19961127

Patent Details:

Patent	Kind	Lan	Pg	Filing	Notes	Application	Patent
DE 29620615	U1		6				

Abstract (Basic): DE 29620615 U

The letter (4) is produced ready for dispatch from a continuous set and is provided with an advertising panel (10) on the outside. This is preferably on the side containing the address of the recipient

A sheet (5) preventing the contents being read is positioned behind the panel. Preferably this has printing on it. The envelope is made of opaque paper, particularly recycles paper.

ADVANTAGE - Allows use for **advertising**, particularly **targeted advertising**.

Dwg.1/2

Derwent Class: P76; Q32

International Patent Class (Main): B42D-015/04

International Patent Class (Additional): B65D-027/00

10/7/3 (Item 3 from file: 351)

DIALOG(R)File 351:DERWENT WPI

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010551892 \*\*Image available\*\*

WPI Acc No: 96-048845/199605

All-in-one mailer - has base sheet with first second portions connected to one another of differing dimensions having surfaces with different messages printed on

Patent Assignee: MANNING B M (MANN-I)

Inventor: MANNING B M

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Main IPC	Week
US 5476420	A	19951219	US 9385421	A	19930630	B42D-015/00	199605 B

Priority Applications (No Type Date): US 9385421 A 19930630

Patent Details:

Patent	Kind	Lan	Pg	Filing	Notes	Application	Patent
US 5476420	A		9				

Abstract (Basic): US 5476420 A

The subject mailer structure includes a base sheet having a first and second portions removably connected to one another by a seam preferably defined by a perforated construction to allow separation of the first and second portions. The second portion is dimensionally larger than the first portion and includes a front surface and a rear surface having zones formed thereon for the individual printing or writing of a **personalised message**, the identification of the article being sent, and space for the address of the addressee.

The rear surface may include a pre-printed standardised or generalised message thereon. The second portion separable from the first portion includes on opposite surfaces the components associated with the domestic return receipt and the return address to which the return receipt is to be sent. In an alternative embodiment, the mail structure is composed of two sheets so that a 'Receipt for Certified Mail' is made simultaneously with the base sheet when typed up. The mail structure will preferably be fan folded and have drive pin holes along opposite side edges for a pin drive equipped word processor.

ADVANTAGE - Accommodates sending through postal services, a first

class **letter** and through components associated with the subject mailer structure, the return of a domestic return receipt in accordance with postal requirements for certified **letters**, return receipt requested.

Dwg.1/5

Derwent Class: P76

International Patent Class (Main): B42D-015/00

10/7/4 (Item 4 from file: 351)

DIALOG(R)File 351:DERWENT WPI

(c) 1999 DERWENT INFO LTD. All rts. reserv.

010472629 \*\*Image available\*\*

WPI Acc No: 95-374001/199548

Message encryption key public distribution method - publicly distributing message encryption key through computer network by distributing identifier associated with key-release public key and access controlled decryption block

Patent Assignee: ENTRUST TECHNOLOGIES LTD (ENTR-N); NORTHERN TELECOM LTD (NELE )

Inventor: FORD W S; WIENER M J

Number of Countries: 019 Number of Patents: 006

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Main IPC	Week
WO 9528784	A1	19951026	WO 95CA84	A	19950222	H04L-009/08	199548 B
US 5481613	A	19960102	US 94227871	A	19940415	H04L-009/30	199607
EP 755598	A1	19970129	EP 95908852	A	19950222	H04L-009/08	199710
			WO 95CA84	A	19950222		
JP 9505711	W	19970603	JP 95526587	A	19950222	H04L-009/08	199732
			WO 95CA84	A	19950222		
EP 755598	B1	19980916	EP 95908852	A	19950222	H04L-009/08	199841
			WO 95CA84	A	19950222		
DE 69504823	E	19981022	DE 604823	A	19950222	H04L-009/08	199848
			EP 95908852	A	19950222		
			WO 95CA84	A	19950222		

Priority Applications (No Type Date): US 94227871 A 19940415

Cited Patents: EP 343805; EP 503765; EP 535863; US 4888801; US 5276737

Patent Details:

Patent	Kind	Lan	Pg	Filing Notes	Application	Patent
WO 9528784	A1	E	26			
				Designated States (National): CA JP		
				Designated States (Regional): AT BE CH DE DK ES FR GB GR IE IT LU MC NL		
				PT SE		
US 5481613	A		15			
EP 755598	A1	E	1	Based on	WO 9528784	
				Designated States (Regional): BE DE FR GB IT NL		
JP 9505711	W		42	Based on	WO 9528784	
EP 755598	B1	E		Based on	WO 9528784	
				Designated States (Regional): BE DE FR GB IT NL		
DE 69504823	E			Based on	EP 755598	
				Based on	WO 9528784	

Abstract (Basic): WO 9528784 A

The cryptographic key distribution method involves using an encryptor (10) of a data message to nominate a set of authorised decryptors (30), using a set of access control attributes recognised by a key release agent (32) in a **target** security domain. Data enabling the **message** decryption key and the access control attributes to be recovered, are sent to the decrypter in an access controlled decryption block, which is encrypted under a separate key.

The access controlled decryption block can only be decrypted by a key release agent (32) in the correct security domain. The key release agent recovers the decryption key and supplies it to an authorised decrypter (30), which allows the decrypter to recover the original data message.

USE/ADVANTAGE - Securely distributing encryption key through

network, to decryptors who are authorised according to set of access control attributes specified by encryptor. Enables decryption of data only when decrypter is authorised by encryptor.

Dwg.1/8

Abstract (Equivalent): US 5481613 A

A method of publicly distributing a message encryption key through a computer network which includes an encryptor, a decryptor and a key release agent, comprising steps of:

the encryptor distributing an identifier associated with a key-release public-private key pair and distributing therewith an access controlled decryption block, the latter of which has been created using the key-release public key and contains key data related to the message encryption key and a **statement** of access control criteria with respect to the decryptor;

the decryptor sending to the key release agent the identifier and the access controlled decryption block in a locally protected transaction, said identifier indicating a key release private key corresponding to the key-release public key; and

the key release agent recovering the message encryption key from the access controlled decryption block by using the key release private key and the key data in the access controlled decryption block, and sending to the decryptor the message encryption key if the decryptor is authorized to decrypt a message which is encrypted under the message encryption key.

Dwg.2/8

Derwent Class: P85; T01; W01

International Patent Class (Main): H04L-009/08; H04L-009/30

International Patent Class (Additional): G06F-012/14; G09C-001/00

10/7/5 (Item 5 from file: 351)

DIALOG(R) File 351:DERWENT WPI

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010074522 \*\*Image available\*\*

WPI Acc No: 94-342235/199442

**Transmission of messages to cable television subscribers - defining subscriber to be addressed, creating and assigning messages with attributes or instructions, and scheduling transmission, with central computer having billing function**

Patent Assignee: SCIENTIFIC ATLANTA INC (SCAT )

Inventor: BEYERS R J; DURDEN G S; IVEY M K; KUBAN C M

Number of Countries: 020 Number of Patents: 002

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Main IPC	Week
WO 9424826	A1	19941027	WO 94US1487	A	19940216	H04N-007/167	199442 B
AU 9465491	A	19941108	AU 9465491	A	19940216	H04N-007/167	199507

Priority Applications (No Type Date): US 9318437 A 19930422

Cited Patents: US 4613901; US 4710956; US 4866770; US 4890321; US 5036537; US 5323462

Patent Details:

Patent	Kind	Lan	Pg	Filing Notes	Application	Patent
WO 9424826	A1	E	80			

Designated States (National): AU CA JP NZ

Designated States (Regional): AT BE CH DE DK ES FR GB GR IE IT LU MC NL PT SE

AU 9465491	A	Based on	WO 9424826
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Abstract (Basic): WO 9424826 A

The method involves defining the individual or group of subscribers to receive the message, and creating the message. The message is then assigned to the intended recipients, scheduled for transmission, and transmitted.

Message definition and creation involves defining a predetermined part for subscriber instructions, as well as a message alert field to enable a subscriber alert at the receiving terminal. Message attributes are also defined, and the message data is compressed via compression

codes. Prior to message transmission a group assignment is downloaded to associated subscriber terminals, once the group has been defined.

ADVANTAGE - Allows system operator to provide personalised messages and announcements to selected subscribers.

Dwg.1/19

Derwent Class: W02

International Patent Class (Main): H04N-007/167

10/7/6 (Item 6 from file: 351)

DIALOG(R) File 351:DERWENT WPI

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009950499 \*\*Image available\*\*

WPI Acc No: 94-218212/199426

User-friendly cable TV programme delivery system to subscriber homes - provides subscribers with menu-driven access to expanded TV programme package, including maintenance of charging and billing information

Patent Assignee: DISCOVERY COMMUNICATIONS INC (DISC-N)

Inventor: BONNER A E; HENDRICKS J S

Number of Countries: 045 Number of Patents: 006

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Main IPC	Week
WO 9414283	A1	19940623	WO 93US11706	A	19931202	H04N-007/16	199426 B
AU 9458698	A	19940704	AU 9458698	A	19931202		199437
EP 674824	A1	19951004	WO 93US11706	A	19931202	H04N-007/16	199544
			EP 94904814	A	19931202		
EP 674824	B1	19990217	WO 93US11706	A	19931202	H04N-007/16	199912
			EP 94904814	A	19931202		
			EP 98100142	A	19931202		
DE 69323562	E	19990325	DE 623562	A	19931202	H04N-007/16	199918
			WO 93US11706	A	19931202		
			EP 94904814	A	19931202		
ES 2128551	T3	19990516	EP 94904814	A	19931202	H04N-007/16	199926

Priority Applications (No Type Date): US 92991074 A 19921209

Cited Patents: Jnl.Ref; EP 424648; EP 506435; JP 3198119; US 5144663; WO 8909528

Patent Details:

Patent	Kind	Lan Pg	Filing Notes	Application	Patent
WO 9414283	A1	E	80	Designated States (National): AT AU BB BG BR BY CA CH CZ DE DK ES FI GB HU JP KP KR KZ LK LU LV MG MN MW NL NO NZ PL PT RO RU SD SE SK UA VN Designated States (Regional): AT BE CH DE DK ES FR GB GR IE IT LU MC NL OA PT SE	WO 9414283
AU 9458698	A		Based on		WO 9414283
EP 674824	A1	E	143	Based on	WO 9414283
			Designated States (Regional): AT BE CH DE DK ES FR GB GR IE IT LI NL PT SE		
EP 674824	B1	E		Related to	EP 98100142
				Related to	EP 852442
				Based on	WO 9414283
			Designated States (Regional): AT BE CH DE DK ES FR GB GR IE IT LI NL PT SE		
DE 69323562	E		Based on		EP 674824
			Based on		WO 9414283
ES 2128551	T3		Based on		EP 674824

Abstract (Basic): WO 9414283 A

An expanded TV programme delivery system (200) allows viewers to select TV and audio programmes from a series of menus. Many programmes may be transmitted, using digital video compression, by satellite to a cable headed. The headed can modify the combined signal w.r.t. programme or menu content. The headed received signal is distributed to individual set-top terminals, in each subscriber home. Menus are partially stored in these terminals, and may be re-programmed from the operational centre (202) or from the headed.

Subscribers may select programmes by using a remote control unit.

• Data w.r.t. programmes actually viewed by subscribers is compiled and analysed, and used for future packaging of programmes, **customising** menu selections, **targeting advertisements**, and maintaining charging and billing information.

USE/ADVANTAGE - Economic distribution of multiple TV programmes, using digital compression and signalling, with user-friendly interface enabling easy subscriber-selection.

Dwg.2/9

Derwent Class: W02

International Patent Class (Main): H04N-007/16

International Patent Class (Additional): H04N-007/173

10/7/7 (Item 7 from file: 351)

DIALOG(R)File 351:DERWENT WPI

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009869931 \*\*Image available\*\*

WPI Acc No: 94-149826/199418

**Shoe having individualised display areas**

Patent Assignee: GAMER CORP (GAME-N)

Inventor: IVERSON D D; STROBEL T A

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Main IPC	Week
TW 221789	A	19940321	TW 93106558	A	19930816	A43B-023/24	199418 B

Priority Applications (No Type Date): US 93102831 A 19930806

Patent Details:

Patent	Kind	Lan	Pg	Filing	Notes	Application	Patent
TW 221789	A		4				

Abstract (Basic): TW 221789 A

A shoe has an upper portion which includes an individualised indicia display area in any one of the side quarter panel, tongue, or heel portion of the upper portion of the shoe. The shoe includes an outer covering material in which a window or opening is formed to make visible and accessible an indicia attachment panel underlying the outer covering material.

An indicia display panel is adhered to the indicia attachment panel. The display panel is either formed from a number of individual indicia, or else is a unitary panel to which indicia, such as **letters**, numbers, or emblems, are applied.

ADVANTAGE - The purchaser has the ability to individualise the shoe in virtually unlimited manner to include a **personalised message** or slogan that no other purchaser may have.

Dwg.1/5

Derwent Class: P22

International Patent Class (Main): A43B-023/24

10/7/8 (Item 8 from file: 351)

DIALOG(R)File 351:DERWENT WPI

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008881834 \*\*Image available\*\*

WPI Acc No: 92-009103/199202

**Selective message distribution appts. for communications network - transmits messages tagged with distribution data together with programming signals to subscriber terminals having separate paths, etc.**

Patent Assignee: GEN INSTR CORP (GENN ); GI CORP (GENN )

Inventor: KAUFFMAN M; MILLER M

Number of Countries: 013 Number of Patents: 009

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Main IPC	Week
EP 463451	A	19920102	EP 91109494	A	19910610		199202 B
NO 9102487	A	19910625					199209
CA 2043911	A	19911227					199212

JP 4233886	A	19920821	JP 91178888	A	19910625	H04N-007/16	199240
US 5260778	A	19931109	US 90543700	A	19900626	H04H-001/02	199346
EP 463451	A3	19930317	EP 91109494	A	19910610		199350
IL 98406	A	19941021	IL 98406	A	19910607	H04N-007/08	199443
CA 2043911	C	19960903	CA 2043911	A	19910605	H04N-007/16	199645
NO 300079	B1	19970401	NO 912487	A	19910625	H04N-007/16	199720

Priority Applications (No Type Date): US 90543700 A 19900626

Cited Patents: NoSR.Pub; US 4700386; US 4890321

Patent Details:

Patent	Kind	Lan	Pg	Filing	Notes	Application	Patent
EP 463451	A						
						Designated States (Regional): BE CH DE FR GB LI NL SE	
JP 4233886	A		9				
US 5260778	A		10				
NO 300079	B1			Previous Publ.			NO 9102487

Abstract (Basic): EP 463451 A

The converter for processing signals received from a communications network, has a first path for processing a received video signal. A second path processes a received message signal. An adder combines a video signal from the first path and a message signal from the second path.

A switch is responsive to a control signal for selectively outputting to a display the first path video signal, the second path message signal, or the combined signals.

**ADVANTAGE** - Distribution of specific messages to individual subscribers or special gps. of subscribers via CATV communications network. Uses include dissemination of subscriber **invoices**, paging messages etc. (11pp Dwg.No.1/3)

Abstract (Equivalent): US 5260778 A

Specific text and/or graphic messages for individual subscribers or groups of subscribers are distributed on a communications network such as a cable television system. An addressable controller communicates with a number of subscriber terminals served by the network. Each subscriber terminal is assigned to a primary message group and may be assigned to one or more message subgroups. Messages are input to the addressable controller for subsequent transmission to a subscriber terminal for display. The messages are tagged with distribution data defining at least one primary message group or message subgroup to receive the message. The tagged text messages are transmitted over the network together with signals from network service providers. Global messages can be sent by leaving the distribution data field blank, or filling it with a special code such as a string of zeros. Wild card tags are also permitted.

A subscriber terminal for receiving the messages has a first path for processing a service signal received from the network and a second path for processing a message signal received from the network. The distribution data is retrieved from a received message and used to determine if the **message** is **targeted** to the subscriber terminal. If so, the message is processed for display. The message can be displayed alone or overlaid on a video program signal being viewed.

**USE/ADVANTAGE** - A subscriber terminal for processing signals received from communications network, including CATV, STV, DBS systems; converter for processing received data, and converter for selectively distributing messages over a communications network. Provides for distribution of specific messages to individual subscribers via a CATV communications network, including dissemination of subscriber **invoices**, paging messages, emergency alert information, general interest information etc.

Dwg.2/3

Derwent Class: Q32; Q39; W02; W03

International Patent Class (Main): H04H-001/02; H04N-007/08; H04N-007/16

International Patent Class (Additional): H04N-001/00

10/7/9 (Item 9 from file: 351)

DIALOG(R) File 351:DERWENT WPI

008337645 \*\*Image available\*\*

WPI Fcc No: 90-224646/199029

Document vending system for mailing labels to customer requirements - supplies documents when correct payment has been made and can print information as requested

Patent Assignee: POSTAL BUDDY CORP (POST-N); AUTOMATED PRINTING MACHINES LLC (AUTO-N); AUTOMATED PRINTING MACHINES INC (AUTO-N); WELCOME LABELS CORP (WELC-N); GOODMAN S R (GOOD-I)

Inventor: GOODMAN S R

Number of Countries: 033 Number of Patents: 013

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Main IPC	Week
WO 9007166	A	19900628					199029 B
CA 2001683	A	19900613					199035
AU 9047538	A	19900710					199039
US 5029099	A	19910702	US 88284065	A	19881213		199129
US 5038293	A	19910806	US 88284065	A	19881213		199134
			US 90580323	A	19900910		
EP 448601	A	19911002	EP 90900560	A	19891121		199140
JP 4504476	W	19920806	WO 89US5364	A	19891121		199229
			JP 90500768	A	19891121		
AU 637993	B	19930617	AU 9047538	A	19891121	G07F-001/70	199331
EP 448601	A4	19920226	EP 90900560	A	19900000		199521
EP 448601	B1	19950614	WO 89US5364	A	19891121	G07F-017/26	199528
			EP 90900560	A	19891121		
DE 68923091	E	19950720	DE 623091	A	19891121	G07F-017/26	199534
			WO 89US5364	A	19891121		
			EP 90900560	A	19891121		
ES 2076355	T3	19951101	EP 90900560	A	19891121	G07F-017/26	199550
US 5038293	B1	19960820	US 88284065	A	19881203	G06F-017/00	199639
			US 90580323	A	19900910		

Priority Applications (No Type Date): US 88284065 A 19881213; US 90580323 A 19900910

Cited Patents: EP 103759; EP 10399; JP 59033573; US 3688276; US 4034839; US 4096933; US 4359631; US 4412292; US 4481590; US 4567359; US 4654799; US 4655026; US 4672554; US 4674055; US 4677565; US 4787050; US 4789907; US 4801375; US 4833307; FR 2568039; FR 2576437; GB 1005827; GB 2071894; US 4024380; US 4616327; WO 8300461

Patent Details:

Patent	Kind	Lan	Pg	Filing	Notes	Application	Patent
WO 9007166	A						
	Designated States (National): AU BB BG BR DK FI HU JP KP KR LK MC MG MW NO RO SD SU US						
	Designated States (Regional): AT BE CH DE ES FR GB IT LU NL OA SE						
US 5038293	A	Cont of			US 88284065		
EP 448601	A						
	Designated States (Regional): AT BE CH DE ES FR GB IT LI LU NL SE						
JP 4504476	W	Based on				WO 9007166	
AU 637993	B	Previous Publ.				AU 9047538	
	Based on					WO 9007166	
EP 448601	B1	E 21	Based on			WO 9007166	
	Designated States (Regional): AT BE CH DE ES FR GB IT LI LU NL SE						
DE 68923091	E	Based on				EP 448601	
	Based on					WO 9007166	
ES 2076355	T3	Based on				EP 448601	
US 5038293	B1	1 Cont of			US 88284065		

Abstract (Basic): WO 9007166 A

The customised document vending system includes an input device for receiving and storing customised input information for producing and vending customised documents for the customer. In response to the receipt of the customised input information, a device generates and supplies cost information to the customer. Responsive to signals indicative of the correct payment corresponding to the cost information being received, a device produces the customised documents.

Abstract (Equivalent): EP 448601 B

A system (10) for producing at least one customised document selected from a plurality of different types of documents, comprising:  
user activated document input means for receiving document type information from a user corresponding to an individual one of the plurality of different types of documents and for receiving user composed customised information to be transferred to a user selected customised document to be produced; computer document creating means responsive to the user composed customised information for formatting the customised information into a predefined document indicia area, the document indicia area being defined by the type of document selected by the user; message means responsive to the document type information and user composed **customised information** for causing **messages** to be displayed to assist the user in composing the customised document with user selected indicia that is conformed to be deposited entirely within the document indicia area; verification means responsive to receipt of payment and to the user activated document input means for determining the number of customised documents to be produced and for generating a verification signal indicative that the user has made a correct payment for the determined number of customised documents to be produced; means responsive to the verification signal for retrieving the user composed customised information; and printer means (19) responsive to the retrieved customised information for transferring it to customised paper stock corresponding to the document type indicated by the user; the printer means (19) causing the user selected indicia to be deposited within the predefined document indicia area on the customised paper stock, characterised in that the different types of documents have different formats and different sizes and in that the system further comprises: document cost determination means responsive to the document type information for generating a cost determination signal; means responsive to the cost determination signal for supplying the user with cost information for producing at least one customised document selected by the user.

(Dwg.1/10

Abstract (Equivalent): US 5029099 A

Appts. responsive to information being received, generates and supplies to the customer, cost information for using the system to produce a customised document.

A unit generates signals indicative of payment being received for producing the customised document. A laser print transfers customised information to document paper stock before the processed customised information is retrieved upon indication of payment being received. The retrieved information is supplied to the printer causing the printer to deposit indicia on the paper stock. A customer actuation switch initiate the operation of the system. The switch includes an infrared proximity switch for generating a signal in response to the presence of a customer in the proximity of the system. ADVANTAGE - Enables customised documents to be produced and vended to a customer. Since document is customised, various different parameters of documents can be accounted for and thus charged client, in convenient, self-service mode of operation. (17pp)

US 5038293 A

The customised document vending system includes an input device for receiving and storing customised input information for producing and vending customised documents for the customer. In response to the receipt of the customised input information, a device generates and supplies cost information to the customer. Responsive to signals indicative of the correct payment corresp. to the cost information being received, a device produces the customised documents.

In the pref. form the system is used to produce and to vend customised documents in the form of return address labels. In such an arrangement, there is provided self service sales and information terminals, which include a data processing computer, a bill and coin acceptor, an interactive communication interface between the data processing computer the bill and coin acceptor mechanism. A video display displays sales and inquiry information to the customers, and a printer to furnish the customer with the requested mailing labels.

USE/ADVANTAGE - Vending customised documents such as mailing

File 351:DERWENT WPI 1963-1999/UD=, UM=, & UP=199954

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File 347:JAPIO Oct 1976-1999/Aug.(UPDATED 991207)

(c) 1999 JPO & JAPIO

File 344:Chinese Patents ABS Apr 1985-1999/Dec

(c) 1999 European Patent Office

?ds

Set Items Description

S1 31033 STATEMENT? ? OR LETTER? ? OR (BILL OR BILLS) (NOT 10N) (HOUSE  
OR SENATE OR HR OR CLINTON OR LEGISLAT?) OR INVOICE? ? OR (M-  
ONTLY OR BANK OR FINANCIAL OR BILLING OR ACCOUNT OR UTILITY)-  
(2N) (STATEMENT? ? OR MAILING?)

S2 163944 AD OR ADS OR ADVERT? OR (SPECIAL OR PROMOTIONAL OR PRODUCT-  
) (3W) (ANNOUNCEMENT? OR NOTICE? OR MESSAGE? OR INCENTIVE? OR O-  
FFER? ?) OR INFORMATION? (2W) MESSAGE? OR OFFER? ? OR MESSAGE?

S3 8310 CUSTOMI? OR TAILOR? OR PERSONALIZ? OR PERSONALIS? OR (CUST-  
OMER? OR CLIENT? ? OR CONSUMER? OR SUBSCRIBER? OR SHOPPER?) (2-  
N) (SPECIFIC OR DIRECT OR DIRECTED OR VARIABLE (1W) (INFORMATION  
OR DATA))

S4 26 S1 AND S2 AND S3

S5 113372 DATABASE? OR DATA() (BASE? ? OR BANK? ?) OR DATA() WAREHOUS?  
OR DATABANK? OR FILE OR FILES OR DATAWAREHOUS?

S6 7 S4 AND S5

S7 148618 S3 OR TARGET?

S8 570 S2(5N)S7

S9 16 S1 AND S8

S10 12 S9 NOT S6

S11 3 S1(5N)S3 AND (S2 OR PROMOTION?)

S12 2 S11 NOT (S6 OR S9)

S13 4 AU=LIBMAN R?

6/7/1 (Item 1 from file: 351)

DIALOG(R)File 351:DERWENT WPI

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012637666 \*\*Image available\*\*

WPI Acc No: 99-443770/199937

Advertisement provider computer in intercommunication system for  
delivering customized advertisements

Patent Assignee: ANGLES P D (ANGL-I)

Inventor: ANGLES P D; BLATTNER D O

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicant	No	Kind	Date	Main IPC	Week
US 5933811	A	19990803	US 96700032	A	19960820	G06F-017/30	199937	B

Priority Applications (No Type Date): US 96700032 A 19960820

Patent Details:

Patent	Kind	Lan	Pg	Filing	Notes	Application	Patent
US 5933811	A		26				

Abstract (Basic): US 5933811 A

NOVELTY - A registration module (60) allows a consumer to register consumer demographic information and content provider to register content provider information. Based on the consumer information, advertising module (62) selects an advertisement and transfers to consumer. During transfer, an accounting database unit (72) access the database to bill the advertiser and credit content provider.

DETAILED DESCRIPTION - The registration module creates advertisement request which comprises advertisement provider computer identifier and content provider script, and transfer to content provider. The registration module assigns consumer identification code and transfer that code to consumer. The advertising module accept the identification code from consumer and track the consumer activities. The registration information is stored in registration database (68) and advertisement information in advertisement database (70).

USE - For delivering customized advertisements .

ADVANTAGE - As the advertisement viewed by consumers associated with particular internet provider is monitored, internet provider is paid based on number of advertisements viewed thereby consumer access fee is reduced. If the consumer wishes to obtain additional information about an advertised product or service, the consumer simply use a mouse to select an embedded hyper-link in the custom advertisement and immediately transport to advertisers website.

DESCRIPTION OF DRAWING(S) - The figure depicts the information flow among consumer computer, content provider and advertisement provider through a communication link.

Registration module (60)

Advertising module (62)

Registration database (68) .

Advertisement database (70)

Accounting database unit (72)

pp; 26 DwgNo 4/11

Derwent Class: T01

International Patent Class (Main): G06F-017/30

International Patent Class (Additional): G06F-017/60

6/7/2 (Item 2 from file: 351)

DIALOG(R)File 351:DERWENT WPI

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012203057 \*\*Image available\*\*

WPI Acc No: 99-009163/199901

Customised billing controlled call bridging service provision method - involves bridging input port with output port to complete call on detecting acceptance of collect-call charges

Patent Assignee: US ADVANCED NETWORK INC (USAD-N)

Inventor: AUSTIN K L; BILLINGSLEY S F; RICHARDSON C T

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Main IPC	Week
US 5835572	A	19981110	US 90591047	A	19901001	H04M-001/57	199901 B
			US 92852491	A	19920316		
			US 92861630	A	19920401		
			US 94254166	A	19940606		
			US 95444571	A	19950519		
			US 97915387	A	19970820		

Priority Applications (No Type Date): US 92861630 A 19920401; US 90591047 A 19901001; US 92852491 A 19920316; US 94254166 A 19940606; US 95444571 A 19950519; US 97915387 A 19970820

Patent Details:

Patent	Kind	Lan	Pg	Filing	Notes	Application	Patent
US 5835572	A		15	Cont of		US 90591047	
				CIP of		US 92852491	
				Cont of		US 92861630	
				Cont of		US 94254166	
				Cont of		US 95444571	
				Cont of			US 5113430
				CIP of			US 5317627
				Cont of			US 5355403
				Cont of			US 5581607
				Cont of			US 5692034

Abstract (Basic): US 5835572 A

The method involves configuring a public switched network to direct calls from a customer telephone to the first input ports of billing controlled call bridging system. The origination number and destination number are received through the input port after the caller dials the destination number on a first customer telephone. The input port is identified using identification **data**, **based** on reception of the origination number and destination number.

The identification data and origination number are analysed and the caller is prompted to provide caller identification information. The destination number is called through an output port and the destination party is asked to accept the collect-call charges. The input port is bridged with the output port to complete the call on detecting acceptance of the collect-call charges.

ADVANTAGE - Provides controlled access to recorded conversations.

Offers voice messaging function when call bridging is unsuccessful.

Dwg.1/9

Derwent Class: S04; T01; T05; W01; W02

International Patent Class (Main): H04M-001/57

International Patent Class (Additional): H04J-003/12

6/7/3 (Item 3 from file: 351)

DIALOG(R)File 351:DERWENT WPI

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012140046 \*\*Image available\*\*

WPI Acc No: 98-556958/199847

Mail handling method for providing commercial advertisement, messages, coupons on letter or parcel - involves printing target information stored in database on mail when recipient data and stored data are same

Patent Assignee: REITER J J (REIT-I)

Inventor: REITER J J

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Main IPC	Week
US 5819241	A	19981006	US 9618468	A	19960528	G07B-017/00	199847 B
			US 97863631	A	19970527		

Priority Applications (No Type Date): US 9618468 A 19960528; US 97863631 A 19970527

Patent Details:

Patent Kind Lan Pg Filing Notes Application Patent  
US 5819241 A 13 Provisional US 9618468

Abstract (Basic): US 5819241 A

The method involves using a **database** containing data and target information. The recipient data is read from the mail and compared with data stored in **database**.

If there is a match, the target information is printed on the mail. Based on comparison result the **database** is updated.

ADVANTAGE - Enables to target **specific** group of **customers** thereby reducing **advertising** cost. Solves manually intensive process of printing, distributing, inventorying, selling and cancelling postage of stamp.

Dwg.1/3

Derwent Class: T01; T04; T05

International Patent Class (Main): G07B-017/00

6/7/4 (Item 4 from file: 351)

DIALOG(R)File 351:DERWENT WPI

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011883361 \*\*Image available\*\*

WPI Acc No: 98-300271/199827

Programmed information transmission method e.g. for delivering music and targetted advertising messages from Internet to subscribers - includes software controlled microprocessor based repository in which dossiers of subscribers are stored and updated, musical content and related advertising are classified and matched, for selecting and receiving information

Patent Assignee: WOLFE R L (WOLF-I)

Inventor: PINALS J; WOLFE R L

Number of Countries: 025 Number of Patents: 002

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Main IPC	Week
EP 847156	A2	19980610	EP 97121647	A	19971209	H04H-001/02	199827 B
US 5931901	A	19990803	US 9632141	A	19961209	H04N-001/413	199937
						US 97822313	A 19970321

Priority Applications (No Type Date): US 97822313 A 19970321; US 9632141 A 19961209

Patent Details:

Patent Kind Lan Pg Filing Notes Application Patent

EP 847156 A2 E 10

Designated States (Regional): AL AT BE CH DE DK ES FI FR GB GR IE IT LI LT LU LV MC MK NL PT RO SE SI

US 5931901 A Provisional US 9632141

Abstract (Basic): EP 847156 A

The method involves creating an **advertising** /marketing criteria **database** (24) for storing the **advertising** preferences of **advertisers** (18,19,...,21) e.g. the type of subscribers (12,14,...,16) that these **advertisers** would like to reach, their geographic locations, and system usage privileges and/or credit balance of **advertisers**. A content **database** (26) is created for storing the **advertisement** content i.e. the actual **advertising** copy of various **advertisers** who can have several different audio **messages** stored for transmittal to different classes of subscribers. A subscriber profile **database** (28) is created for storing the actual profiles of the individual subscribers specifying for each subscriber criteria, e.g. age, demographic data, education, sex, ethnic background, musical selections previously or simultaneously made by the subscriber and purchasing habits.

A music content **database** (30) is created for storing a large library of selectable/searchable music content including musical work, profile of the work, audio identity of the artist and copyright holders, and an audio **statement** of the artist. The **databases**

- (24,26,30) are maintained by a CPU (10) which interfaces via the Internet (20) with subscriber operating PCs (12,14,...,16) having speakers (12a,14a,...,16a) to play programmed music or other audio information which is transmitted to them via the Internet. The music being transmitted to the subscribers is bundled with targeted **advertising** material in the form of audio **messages tailored** to the subscriber or musical profile paid for by the **advertisers**.

ADVANTAGE - Capability to provide programmed music via internet to numerous subscribers without any charge to subscribers. Capability to provide programmed music to general public in a manner which facilitates bundling of such music with **advertisement copy tailored** to an individual, to thus underwrite cost of supplying to members of public valuable music and other data containing information.

Dwg.1/3

Derwent Class: T01; W01; W02

International Patent Class (Main): H04H-001/02; H04N-001/413

6/7/5 (Item 5 from file: 351)

DIALOG(R) File 351:DERWENT WPI

(c) 1999 DERWENT INFO LTD. All rts. reserv.

011822772 \*\*Image available\*\*

WPI Acc No: 98-239682/199821

**System for selecting and sending mail pieces via interactive kiosk - has microprocessor system programmed to interact with customer for selecting mail piece of choice, and then displays queries and options for purchaser to add personalised message to post-card**

Patent Assignee: DENMAN D E (DENM-I)

Inventor: DENMAN D E

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Main IPC	Week
US 5737729	A	19980407	US 96657963	A	19960604	G07B-017/00	199821 B

Priority Applications (No Type Date): US 96657963 A 19960604

Patent Details:

Patent	Kind	Lan	Pg	Filing Notes	Application	Patent
US 5737729	A		13			

Abstract (Basic): US 5737729 A

The customer may also input the address or utilize an address locator feature for retrieving the address from a **database** located in the kiosk.

The kiosk then prompts the customer for payment via an electronic **bill** or credit card accepter.

After the customer has completed using the kiosk, the kiosk communicates with a central processing location.

The central processing location includes a microprocessor based system which electronically downloads the necessary information from the kiosk including the post card orders and customer/sales information. If the customer enters a physical street or post office box address, the customer text and address is printed onto the specific post card selected.

Postage is affixed to the post card and the post card is then sent to the recipient.

If an electronic mail address is used, a graphics **file** is created with the selected mail piece and customer text.

The graphics **file** is then transmitted to the electronic mail address.

The system for providing interaction with a customer for selection of a number of mail pieces and subsequent sending of a selected mail piece from the number of mail pieces to a selected address, has a kiosk having a communication device including a selection unit for prompting the customer to select one of the number of mail pieces and an input device for receiving customer entered data to be included on the selected mail piece the input device includes an automatic address search device for searching a **database** of addresses to match

parameters entered by the customer. A control device is supported in kiosk for controlling the communication device and for storing customer entered data.

A finishing device finishes the selected mail piece with the customer entered data. The customer entered data includes an address. The finishing device has a post-net bar code search device for finding a post-net bar code that matches the selected address. A device prepares the finished selected mail piece for delivery to the selected address. The communication device includes an audio format.

USE - For providing stationary or note-cards specific to location of kiosk which is connected to remote location. Sends selected mail piece with consumer's **personalised message**.

Dwg.3/6

Derwent Class: T01; T05

International Patent Class (Main): G07B-017/00

**6/7/6 (Item 6 from file: 351)**

DIALOG(R)File 351:DERWENT WPI

(c) 1999 DERWENT INFO LTD. All rts. reserv.

010514179 \*\*Image available\*\*

WPI Acc No: 96-011130/199601

**Authorising transactions for distributed currency or purchasing goods and services - receiving authorisation request over telephone from remote point-of-sale terminal and processing received request using database customised to business user to establish business's hierarchical structure**

Patent Assignee: VISA INT SERVICE ASSOC (VISA-N); VISA INT (VISA-N)

Inventor: GOODMAN L M; LANGHANS S; SHAPIRO S L; SHAPIRO S

Number of Countries: 064 Number of Patents: 004

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Main IPC	Week
WO 9531789	A1	19951123	WO 95US5800	A	19950510	G06F-017/60	199601 B
US 5500513	A	19960319	US 94241106	A	19940511	G06F-017/60	199617
AU 9525459	A	19951205	AU 9525459	A	19950510	G06F-017/60	199620
US 5621201	A	19970415	US 94241106	A	19940511	G06K-005/00	199721
			US 96597050	A	19960205		

Priority Applications (No Type Date): US 94241106 A 19940511; US 96597050 A 19960205

Cited Patents: GB 2118341; US 4727243; US 4812628

Patent Details:

Patent	Kind	Lan	Pg	Filing Notes	Application	Patent
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WO 9531789	A1	E	44			
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Designated States (National): AM AT AU BB BG BR BY CA CH CN CZ DE DK EE ES FI GB GE HU IS JP KE KG KP KR KZ LK LR LT LU LV MD MG MN MW MX NO NZ PL PT RO RU SD SE SG SI SK TJ TM TT UA UG UZ VN

Designated States (Regional): AT BE CH DE DK ES FR GB GR IE IT KE LU MC MW NL OA PT SD SE SZ UG

US 5500513	A	20				
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AU 9525459	A		Based on		WO 9531789	
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US 5621201	A	19	Cont of	US 94241106		US 5500513
			Cont of			

Abstract (Basic): WO 9531789 A

The automated purchasing control method (94) involves receiving an authorisation request over the telephone line from a remote point-of-sale terminal (98) and processing the request using software having a **database customised** to a corporate user (70) to establish that company's hierarchical structure.

Elements of the hierarchical structure are independently reconfigurable, so that a company can specify different hierarchical relationships in the software for authorisation, billing and reporting purposes. Different authorisation tests can be established for each position in a hierarchy, with a particular position being required to pass not only its own test, but the test of elements higher in the hierarchical tree.

USE/ADVANTAGE - Automated purchasing control using credit cards in large company or corporation. Enables **customisation** for business customer. Allows company's expense and purchasing controls to automated and implemented without human intervention using purchasing or credit cards.

Dwg.8/11

Abstract (Equivalent): US 5621201 A

A system for authorizing transactions for distributing currency or purchasing goods and services, comprising:

a plurality of cards, each card having a card number, each card number including an account number;

a central computer having a **database** with at least a first field for said account number, each **account** number being organized according to an authorization hierachial position, said central computer having a plurality of distinct authorization tests, said authorization tests varying according to the hierachial position of an individual account number;

means, in said central computer, for determining, from a received card number, a location of said **database** ;

means, in said central computer, for determining, from the account number in said received card number, the hierachial authorization tests applicable to said received account number; and

means, in said central computer, for applying said hierachial tests to a received debit amount.

Dwg.8/11

US 5500513 A

A method for authorizing transactions for distributing currency or purchasing goods and services, comprising the following steps:

generating a plurality of card numbers, each card number including an account number and a bank identification number (BIN), corresponding to **card** numbers encoded on a plurality of cards;

creating a **database** on a **central** computer having at least a first field for said BIN and a second field for said account number;

assigning a billing hierachial position to each of said account numbers in said **database** ;

assigning a reporting **hierachial** position to each of said account numbers in said **database** , said reporting hierachial position being independent of said billing hierachial position;

assigning an authorization hierachial position to each of said account numbers in said **database** , said authorization hierachial position being independent of said billing and reporting hierachial positions;

creating a plurality of distinct authorization tests, each of said account numbers being subject to at least one of said authorization tests, said authorization tests varying according to the hierachial position of an individual account number;

subsequently receiving, from a remote terminal, a transmitted card number and a debit amount;

determining, from said BIN in said transmitted card number, a location of said **database** ;

determining, from the transmitted account number in said transmitted card number, the hierachial authorization tests applicable to said transmitted account number;

applying said hierachial tests to said debit amount;

transmitting to said remote terminal an authorization **message** if said hierachial tests are passed;

transmitting to said remote terminal a **message** in accordance with a predetermined failure response option if said hierachial tests are failed;

generating reports of said transmitting steps organized according to said reporting hierarchy; and

generating **invoices** for debit amounts corresponding to authorization **messages** organized according to said billing hierarchy.

Dwg.8/11

Derwent Class: T01; T05

International Patent Class (Main): G06F-017/60; G06K-005/00

6/7/7 (Item 7 from file: 351)

DIALOG(R) File 351:DERWENT WPI

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008836075 \*\*Image available\*\*

WPI Acc No: 91-340092/199146

Public switched long distance telephone system - is extended to provide additional subscriber services e.g. message store-and-forward, conference, news and information facilities

Patent Assignee: TELECOM USA INC (TELE-N); MCI COMMUNICATIONS CORP (MCIC-N)

Inventor: FELTZ K T; HANSON V E; HOGAN S J; MCLEOD C E; MURDOCK D R;

MURDOCK D B; VAN HANSON E

Number of Countries: 033 Number of Patents: 017

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Main IPC	Week
WO 9116779	A	19911031					199146 B
AU 9177911	A	19911111					199207
EP 527855	A1	19930224	EP 91909108	A	19910419	H04M-001/66	199308
			WO 91US2624	A	19910419		
US 5222120	A	19930622	US 90513956	A	19900423	H04M-001/50	199326
AU 654280	B	19941103	AU 9177911	A	19910419	H04M-003/50	199501
AU 9481628	A	19950309	AU 9177911	A	19910419	H04M-003/42	199520
			AU 9481628	A	19941220		
EP 527855	A4	19940810	EP 91909108	A	19910000		199532
US 5550899	A	19960827	US 90513956	A	19900423	H04M-003/50	199640
			US 9332595	A	19930317		
US 5555290	A	19960910	US 90513956	A	19900423	H04M-003/50	199642
			US 9332594	A	19930317		
			US 95420331	A	19950411		
JP 8506937	W	19960723	JP 91508826	A	19910419	H04M-003/42	199650
			WO 91US2624	A	19910419		
AU 679135	B	19970619	AU 9177911	A	19910419	H04M-003/42	199733
			AU 9481628	A	19941220		
CA 2078802	C	19971014	CA 2078802	A	19910419	H04M-003/38	199802
AU 9736100	A	19971204	AU 9481628	A	19941220	H04M-003/42	199806
			AU 9736100	A	19970829		
EP 849961	A2	19980624	EP 91909108	A	19910419	H04Q-003/00	199829
			EP 98101800	A	19910419		
JP 10229458	A	19980825	JP 91508826	A	19910419	H04M-015/00	199844
			JP 97247200	A	19910419		
EP 527855	B1	19981209	EP 91909108	A	19910419	H04M-001/66	199902
			WO 91US2624	A	19910419		
			EP 98101800	A	19910419		
DE 69130609	E	19990121	DE 630609	A	19910419	H04M-001/66	199909
			EP 91909108	A	19910419		
			WO 91US2624	A	19910419		

Priority Applications (No Type Date): US 90513956 A 19900423; US 9332595 A 19930317; US 9332594 A 19930317; US 95420331 A 19950411

Cited Patents: 1.Jnl.Ref; EP 266044; US 3912874; US 4455455; US 4460807; US 4577062; US 4653085; US 4697282; US 4724539; US 4734930; US 4752951; US 4761807; US 4766604; US 4783796; US 4797911; US 4802206; US 4812843; US 4827500; US 4845739; US 4878239; US 4899369; US 4908850; US 4922521; US 4922522; US 4926462; US 4933965; US 4935956; US 4954958; US 4955047; US 4959855; US 4965459; US 4974254; US 4993062; US 4996705; US 5003584; EP 342314; EP 451693; EP 491497; FR 2608875; GB 2206265; JP 1132296; US 4162377; US 4757267; US 4761808; US 4896346; US 5103475; WO 8502510; WO 9111874

Patent Details:

Patent	Kind	Lat	Pg	Filing Notes	Application	Patent
WO 9116779	A		125			
				Designated States (National): AT AU BB BG BR CA CH DE DK ES FI GB HU JP KP KR LK LU MC MG NL NO OA PL RO SD SE SU		
				Designated States (Regional): AT BE CH DE DK ES FR GB GR IT LU NL SE		
EP 527855	A1	E	125	Based on	WO 9116779	
				Designated States (Regional): BE DE DK FR GB IT LU NL SE		
US 5222120	A		55			
AU 654280	B			Previous Publ.		AU 9177911

		Based on		WO 9116779
AU 9481628 A		Div ex	AU 9177911	
US 5550899 A	45	Div ex	US 90513956	
		Div ex		US 5222180
US 555290 A	56	Div ex	US 90513956	
		Cont of	US 9332594	
		Div ex		US 5222120
JP 8506937 W	121	Based on		WO 9116779
AU 679135 B		Div ex	AU 9177911	
		Previous Publ.		AU 9481628
AU 9736100 A		Div ex	AU 9481628	
EP 849961 A2 E		Div ex	EP 91909108	
		Div ex		EP 527855
Designated States	(Regional): BE DE DK FR GB IT LU NL SE			
JP 10229458 A	56	Div ex	JP 91508826	
EP 527855 B1 E		Related to	EP 98101800	
		Related to		EP 849961
		Based on		WO 9116779
Designated States	(Regional): BE DE DK FR GB IT LU NL SE			
DE 69130609 E		Based on		EP 527855
		Based on		WO 9116779

**Abstract (Basic): WO 9116779 A**

This is an extension for switching systems, to provide additional subscriber services over basic long distance calling. These include **message store-and-forward**, where the subscriber is absent from the first-called destination, news and information services and conferencing facilities.

Further improvements include the use of pre-recorded announcements for operator-assisted calls, and the storage of subscriber charging data which may be retrieved on repeat calls for detection of possible 'nuisance' calling, as well as enabling the generation of subscriber accounts. Subscribers are issued with special authorisation dialling codes, when eligible to access any additional special services.

**USE/ADVANTAGE** - Allows enhanced services to be accessed by subscribers located at any point within wide geographic area. (125pp Dwg.No.2/20

**Abstract (Equivalent): US 5555290 A**

A method for providing at least one subscriber at least one authorized enhanced service to a caller through a long distance telephone switching system, comprising the steps of:

receiving a call placed by said caller from any telephone with which communications with said long distance telephone switching system may be established;

generating a call detail record containing information relating to said call;

receiving an enhanced service request code from said caller relating to said one authorized enhanced service of a plurality of enhanced services available through said long distance telephone switching system;

generating a billing detail record containing information relating to said authorized enhanced service requested by said caller; and

generating a subscriber **bill** based on the information contained in said call detail record and the information contained in said billing detail record.

Dwg.1/20

US 5222120 A

The appts. for making enhanced telephone services available for a caller at any telephone station, includes switching device for receiving calls including an authorisation code and selection codes entered from the telephone station. A processor operable in connection with the switch implements the enhanced telephone services and receives the authorisation and selection codes.

A storage device contains information available to the processor and includes information defining certain enhanced telephone services preselected by a subscriber to be associated with the authorisation code. The processor includes a device responsive to the authorisation code entered from the telephone station to extract the information

defining the preselected enhanced telephone services, which are made available by entry of the selection codes.

USE/ADVANTAGE - Long distance telephone switching system handling enhanced subscriber services e.g. audio news, conference calling, voice messaging, **message** storage and forwarding etc. services are billed for, similar to telephone calls.

Dwg.1/20

US 5550899 A

For use in conjunction with a long distance telephone network, a method for allowing a **subscriber** to **direct** rerouting of incoming calls received at a telephone switching system, comprising the steps of:

receiving and recognizing a call from said subscriber as a subscriber call on a first incoming line which is accessible by any telephone in communications with said long distance telephone network;

receiving from said any telephone a request code entered by said subscriber, said request code designating at least one routing number indicative of a telephone line accessible by said long distance telephone network to which incoming calls for said subscriber are to be rerouted;

storing said routing number in a subscriber **file** ;

retrieving said subscriber **file** when an incoming call is received on a second incoming line reserved for said subscriber; and

completing the incoming call using only said one routing number contained in said subscriber **file** without reference to another **file** and without requiring further information from a calling party associated with the call.

Dwg.13/20

Derwent Class: T01; W01

International Patent Class (Main): H04M-001/50; H04M-001/66; H04M-003/38; H04M-003/42; H04M-003/50; H04M-015/00; H04Q-003/00

International Patent Class (Additional): H04M-003/00; H04M-003/54; H04M-003/56; H04M-003/58; H04M-003/60; H04M-011/08; H04M-015/04; H04M-015/12; H04Q-003/545

Set	Items	Description
S1	156111	(POWER? OR LIGHT? OR ENERG? OR ELECTRIC? OR UTILIT? OR TEL- EPHON? OR PHON? OR WATER? OR MORTGAGE? OR GAS) (4N) (STATEMENT? OR BILL? ? OR INVOICE?)
S2	2562	S1 (4N) (ADVERT? OR PROMOT? OR COUPON? OR OFFER OR AD? ?)
S3	29	S2 (S) (DATABASE? OR DIRECT? OR TARGET?) (4N) (MARKET? OR SA- LES? OR SELLING)
S4	286	S2 AND (DATABASE? OR DIRECT? OR TARGET?) (3N) (MARKET? OR SA- LES? OR SELLING)
S5	384	S2(S) (AGE? OR MARITAL? OR FAMILY OR FINANC? OR LOCAT? OR (- ZIP OR POSTAL) ()CODE? OR PURCHAS? OR ASSET? OR LIABIL? OR EQU- IT?)
S6	33	S4(S)S5
S7	56	S6 OR S3
S8	45	RD (unique items)
S9	43	S8 NOT PY>1997
S10	35	S9 NOT PD>970415
File	15:ABI/INFORM(R)	1971-1998/Oct 20 (c) 1998 UMI
File	9:Business & Industry(R)	Jul 1994-1998/Oct 19 (c) 1998 Resp. DB Svcs.
File	13:BAMP	1998/Oct W2 (c) 1998 Resp. DB Svcs.
File	635:Business Dateline(R)	1985-1998/Oct 19 (c) 1998 UMI
File	610:Business Wire	1986-1998/Oct 19 (c) 1998 Business Wire
File	647:CMP Computer Fulltext	1988-1998/Sep W3 (c) 1998 CMP
File	98:General Sci Abs/Full-Text	1984-1998/Sep (c) 1998 The HW Wilson Co.
File	88:IAC BUSINESS A.R.T.S.	1976-1998/Oct 19 (c) 1998 Information Access Co.
File	275:IAC(SM) Computer Database(TM)	1983-1998/Oct 19 (c) 1998 Info Access Co
File	47:Magazine Database(TM)	1959-1998/Oct 19 (c) 1998 Information Access Co.
File	75:IAC Management Contents(R)	86-1998/Oct W2 (c) 1998 Info Access Co
File	111:Natl. Newspaper Index(SM)	1979-1998/Oct 19 (c) 1998 Info. Access Co.
File	211:IAC Newsearch(TM)	1997-1998/Oct 19 (c) 1998 Info. Access Co.
File	636:IAC Newsletter DB(TM)	1987-1998/Oct 19 (c) 1998 Information Access Co.
File	16:IAC PROMT(R)	1972-1998/Oct 19 (c) 1998 Information Access Co.
File	148:IAC Trade & Industry Database	1976-1998/Oct 19 (c) 1998 Info Access Co
File	624:McGraw-Hill Publications	1985-1998/Oct 14 (c) 1998 McGraw-Hill Co. Inc
File	484:Periodical Abstracts Plustext	1986-1998/Sep W4 (c) 1998 UMI
File	613:PR Newswire	1987-1998/Oct 19 (c) 1998 PR Newswire Association Inc
File	141:Readers Guide	1983-1998/Sep (c) 1998 The HW Wilson Co
File	696:DIALOG Telecom. Newsletters	1995-1998/Oct 18 (c) 1998 The Dialog Corp.
File	553:Wilson Bus. Abs. FullText	1982-1998/Sep (c) 1998 The HW Wilson Co

10/3,K/1 (Item 1 from file: 15)  
DIALOG(R)File 15:ABI/INFORM(R)  
(c) 1998 UMI. All rts. reserv.

01380507 00-31494

**ISPs find salvation in value-added services**  
Radcliff, Deborah  
Software Magazine v17n2 PP: 85-88 Feb 1997  
ISSN: 0897-8085 JRNLD CODE: SMG  
AVAILABILITY: Fulltext online. Photocopy available from ABI/INFORM  
WORD COUNT: 2154

...TEXT: It would cost us \$40 to \$50 a month to support them," says Michael Thompson, director of marketing business development for Aimnet. "AT&T and the RBOCs are ubiquitous. They can add Internet access into their phone bills. And they've already got the public infrastructure we would have to buy from them...

10/3,K/2 (Item 2 from file: 15)  
DIALOG(R)File 15:ABI/INFORM(R)  
(c) 1998 UMI. All rts. reserv.

01319555 99-68951

**Making billings a real statement**  
Warner, Bernhard  
Brandweek v37n41 PP: 39 Oct 28, 1996  
ISSN: 1064-4318 JRNLD CODE: IADW  
AVAILABILITY: Photocopy available from ABI/INFORM 16346.00

...ABSTRACT: MCI, long-distance telcos have begun to brand their bills, figuring that if they can offer a comprehensive suite of phone services on the bill they can eliminate the RBOC biller and use the billing space for tailoring specific direct marketing messages. RBOCs also need to protect their bills' potential for advertising highly profitable offerings to...

10/3,K/3 (Item 3 from file: 15)  
DIALOG(R)File 15:ABI/INFORM(R)  
(c) 1998 UMI. All rts. reserv.

01146406 97-95800

**Catalog fulfills computer wish list**  
Egolf, Karen  
Telephony v230n3 PP: 16 Jan 15, 1996  
ISSN: 0040-2656 JRNLD CODE: TPH  
AVAILABILITY: Fulltext online. Photocopy available from ABI/INFORM 1108.00  
WORD COUNT: 801

...TEXT: have gotten used to seeing this, and as we've added new things like the phone bill financing offer, customers have responded better and better."

The project, which was created by Brian Buffington, director...

10/3,K/4 (Item 4 from file: 15)  
DIALOG(R)File 15:ABI/INFORM(R)  
(c) 1998 UMI. All rts. reserv.

01064059 97-13453

**Tapping a new market**  
Anonymous  
Progressive Grocer v74n7 PP: A14-A15 Jul 1995  
ISSN: 0033-0787 JRNLD CODE: PGR  
AVAILABILITY: Fulltext online. Photocopy available from ABI/INFORM 14001.00  
WORD COUNT: 1200

...TEXT: and are staffed by one or two tellers who work for Check-Mart. The units **offer** check cashing, **utility** bill payment, consumer loans, money orders, mailbox rentals, postal services, money transfer, copy and fax services...

10/3,K/5 (Item 5 from file: 15)  
DIALOG(R)File 15:ABI/INFORM(R)  
(c) 1998 UMI. All rts. reserv.

00766806 94-16198  
**Home banking's scramble for success**  
Mitchell, Richard  
Bank Management v69n9 PP: 45-48 Sep 1993  
ISSN: 1049-1775 JRNL CODE: BAD  
AVAILABILITY: Fulltext online. Photocopy available from ABI/INFORM 6473.02  
WORD COUNT: 1406

...TEXT: conducted this spring by Tampa-based Payment Systems Inc. of 85 of the 150 largest **financial** institutions revealed that 80% **offer** an automated telephone banking service, 25% **offer** a **telephone** bill payment service, and 14% **offer** personal computer-based banking. In addition, 35% are considering offering a screen-based home banking...

10/3,K/6 (Item 6 from file: 15)  
DIALOG(R)File 15:ABI/INFORM(R)  
(c) 1998 UMI. All rts. reserv.

00123144 80-17149  
**UK Direct Marketing-How It Differs from U.S.**  
Byrne, Andrew J.  
Direct Marketing v43n4 PP: 22-33 Aug 1980  
ISSN: 0012-3188 JRNL CODE: DIM  
AVAILABILITY: Photocopy available from ABI/INFORM 299.00

ABSTRACT: The UK market is considered a good one and has proved to be responsive to **direct marketing**. For example, **ad** folders inserted in UK **telephone** bill mailings received a tremendous response in comparison to ad costs. However, for US companies using...

... appear on newspapers' front pages. The UK Post Office probably does the best job of **selling** the advantages of **direct** mail advertising in that country. It also promotes the use of direct mail and even...

10/3,K/7 (Item 7 from file: 15)  
DIALOG(R)File 15:ABI/INFORM(R)  
(c) 1998 UMI. All rts. reserv.

00031012 75-09441  
**OUTDOOR-ADVERTISING DEFINITIONS AND DIRECTIONS - BEAUTY AND THE BILLBOARD**  
HEMPEL, ARTHUR E., JR.; ANDERSON, ANDREW L.  
COMMUNIQUE V56N8 PP: 17-19 AUG. 1975  
ISSN: 0015-4180 JRNL CODE: QUE  
AVAILABILITY: Photocopy available from ABI/INFORM 15923.00

...ABSTRACT: TO DEVELOP NEW TECHNIQUES THAT WILL BE EVEN MORE COMPATIBLE IN A COMMUNITY. THE TOURIST **MARKET** IS A CERTAIN **TARGET** FOR OUTDOOR ADVERTISING. MANY TOURISTS DEPEND ON THIS **ADVERTISING** FOR FOOD, LODGING AND **GAS**. THE BEAUTY BILL IN FLORIDA ALLOWS BILLBOARDS ON LAND WHERE OTHER BUSINESSES ARE ALLOWED.

10/3,K/8 (Item 1 from file: 9)  
DIALOG(R)File 9:Business & Industry(R) Jul  
(c) 1998 Resp. DB Svcs. All rts. reserv.

01647177 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**MAKING BILLINGS A REAL STATEMENT**

(Telecom firms use monthly phone bills to reach customers with tailored marketing messages)

Brandweek, v XXXVII, n 41, p 39

October 28, 1996

DOCUMENT TYPE: Journal ISSN: 1064-4318 (United States)

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 718

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:

...One, long-distance telcos have begun to brand their bills, figuring that if they can offer a comprehensive suite of phone services on one bill they can eliminate the RBOC biller and use the billing real estate for tailoring specific direct marketing messages.

"[The telco] used to think of the bill as a revenue assurance device," said

...

**10/3,K/9 (Item 1 from file: 635)**

DIALOG(R)File 635:Business Dateline(R)

(c) 1998 UMI. All rts. reserv.

0683329 96-40556

**TV systems are ready to compete**

Harris, Roger

Thousand Oaks Star & News Chronicle (Thousand Oaks, CA, US) pD1

PUBL DATE: 960212

DATELINE: Thousand Oaks, CA, US, Pacific WORD COUNT: 575

TEXT:

...what that will mean."

The bill, signed by President Clinton recently, deregulates cable bills. The bill so allows local phone companies to offer long distance service and long distance companies to enter the local service market .

Direct competition between phone and cable companies has already started locally. The front line is Thousand...

**10/3,K/10 (Item 2 from file: 635)**

DIALOG(R)File 635:Business Dateline(R)

(c) 1998 UMI. All rts. reserv.

0186357 91-07551

**Oracle Corporation Announces Availability of Pro\*C Precompiler Support for Microsoft Windows 3.0; Pro\*C Further Delivery of Oracle Client/Server Applications**

Snider, Gail; Presten, Janice Karel

Business Wire (San Francisco, CA, US) s1 p1

PUBL DATE: 910108

DATELINE: Redwood Shores, CA, US WORD COUNT: 555

TEXT:

...development cycle by ensuring SQL statements are grammatically and logically correct.

Dynamic Execution of SQL. Promotes the development of powerful interactive applications. SQL statements can be built and executed at run time.

Performance Tuning. Provides absolute control over SQL...

...for database management, applications development, decision

multiple sales channels...

13/3,K/9 (Item 2 from file: 570)  
DIALOG(R)File 570:IAC MARS(R)  
(c) 1998 Information Access Co. All rts. reserv.

00649049

**When High Tech Becomes Mass Tech**

Marketing Computers June, 1993 v. 0 no. 0 p. 6  
ISSN: 8750-1848  
\*FULL TEXT AVAILABLE IN FORMAT 9\* WORD COUNT: 810

... controller boxes by having them bring in their old controllers, cable hook-ups or monthly statements?

How long before the phone companies offer competitive upgrades to win us over to their smart phone and video dial tone services? How long before America OnLine or Prodigy uses MCI's Friends and Family technique to build their online services? Tell us who you send E-mail to and...

PRODUCT NAME: Computers & Auxiliary Equip; Electronics; Market Targeting & Approach

13/3,K/10 (Item 3 from file: 570)  
DIALOG(R)File 570:IAC MARS(R)  
(c) 1998 Information Access Co. All rts. reserv.

00484764

**Telemarketing industry braces for a round of federal legislation**

Business Marketing August, 1991 v. 0 no. 0 p. 8  
ISSN: 0745-5933  
Article type: INDUSTRY PROFILE  
\*FULL TEXT AVAILABLE IN FORMAT 9\* WORD COUNT: 768

... adulthood - federal scrutiny.

"Telemarketing has become so successful and telemarketers are so visible that people, including legislators, have become more concerned about them," says Richard Barton, senior vice president for government affairs for the New York City-based Direct Marketing Association. "If telemarketing weren't successful you sure wouldn't see all this legislation."

While...

...FCC to establish national "no-call" list.

Status: Passed by House Subcommittee on Telecommunications and Finance in May. No date set for hearings by House Energy and Commerce Commission.

Rep. Al...

...Status: Hearings scheduled for late July.

Sen. John McCain 1. See No. 1 under Inouye bill.  
(R-Ariz.) 2. Requires phone companies to offer blocking of 900 calls to consumers at no charge.  
3. Require price and content disclosures...

13/3,K/11 (Item 4 from file: 570)  
DIALOG(R)File 570:IAC MARS(R)  
(c) 1998 Information Access Co. All rts. reserv.

0277040

**Just when you thought it was safe**

Consumer Reports June, 1988 v. 54 no. 6 p. 415

" US West is promoting a new service to advertisers that lets them put advertising into phone bills . The company launched an ad to promote the fact that consumers must open phone bills , so putting ads inside cannot be ignored by consumers. US West services include Mountain Bell, Northwestern Bell and Pacific Northwest Bell, which serve Denver, CO, Seattle, WA, and...

13/3,K/12 (Item 5 from file: 570)

DIALOG(R)File 570:IAC MARS(R)

(c) 1998 Information Access Co. All rts. reserv.

129738

**DIRECT MARKETING: Study: Trademarks get good response.**

Advertising Age November 15, 1984 p. 8

ISSN: 0001-8899

Source type: News

... response phone numbers. The service, provided by AT&T, connects the call directly to the advertiser , but generates a printed statement indicating the number of phone calls placed and date and duration of each call. The report also found that more...

13/3,K/13 (Item 1 from file: 649)

DIALOG(R)File 649:IAC NEWSWIRE ASAP(TM)

(c) 1998 Information Access Co. All rts. reserv.

02058060 SUPPLIER NUMBER: 17317956 (USE FORMAT 7 or 9 FOR FULL TEXT)

Press Access markets two new editorial databases for high-tech PR professionals; Complete information on interactive and multimedia publications, editors and editorial calendars, plus editorial calendars for high-tech publications in more than 25 countries.

Business Wire, p7201060

July 20, 1995

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 411 LINE COUNT: 00039

... the first complete database of the publications and editors covering the emerging interactive and multimedia markets .

The International Calendars Database is the PR professional's guide to editorial opportunities in computer trade publications in 25...

...100 editorial calendars and more than 1,100 scheduled editorial opportunities, plus address, contact information, phone , fax, mission statement and ad rates.

The Interactive-Multimedia Database is the first database of publications and editors from more...

13/3,K/14 (Item 2 from file: 649)

DIALOG(R)File 649:IAC NEWSWIRE ASAP(TM)

(c) 1998 Information Access Co. All rts. reserv.

02048287 SUPPLIER NUMBER: 17139130 (USE FORMAT 7 or 9 FOR FULL TEXT)

GROUP 1 SOFTWARE AND MAPINFO CORPORATION ANNOUNCE MARKETING AGREEMENT

PR Newswire, p626DC036

June 26, 1995

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 852 LINE COUNT: 00086

... or interactive geocoding.

Group 1 Software is the leading provider of software for mailing efficiency, database marketing , database publishing and customer information management. Group 1 supports IBM mainframe, AS/400 and PC, DEC, HP and other computers and a variety of operating systems including UNIX,

OS/2 and Windows-NT. Group 1 has offices throughout the US and in...

13/3,K/15 (Item 1 from file: 608)

DIALOG(R)File 608:KR/T Bus.News.

(c)1998 Knight-Ridder/Tribune Bus News. All rts. reserv.

00152836 Story Number: 5572 (USE FORMAT 7 OR 9 FOR FULLTEXT)

'THE DANCING FAT GUY' DRAWS A CROWD AT MALL APPEARANCE

Shari Hambleton

The Modesto Bee

June 21, 1993 20:59 E.T.

DOCUMENT TYPE: Newspaper RECORD TYPE: Fulltext LANGUAGE: English

WORD COUNT: 456

...TEXT: He has an attitude like

'What, me worry?' - a '90s kind of attitude."

For radio **marketing directors**, he's a gold mine, said Michelson.

Marena

doing the shuffle has become instantly recognizable, which is important to the company paying the **advertising bill**.

"He has a kinetic **energy** that translates well to video and it works very well for marketing radio stations," Michelson...

13/3,K/16 (Item 1 from file: 553)

DIALOG(R)File 553:Wilson Bus. Abs. FullText

(c) 1998 The HW Wilson Co. All rts. reserv.

03524806 H.W. WILSON RECORD NUMBER: BWBA97024806 (USE FORMAT 7 FOR FULLTEXT)

**Marketing the trade show.**

Mee, William W

Association Management (Assoc Manage) v. 49 (Feb. '97) p. 52-5+

LANGUAGE: English

WORD COUNT: 2518

(USE FORMAT 7 FOR FULLTEXT)

TEXT:

... with direct-response media include CEIR; the Promotional Products Association International, Irving, Texas; and the Direct Marketing Association, Dallas.

The important point is that regional and national advertisers (our industry's exhibitors...

Set	Items	Description
S1	75703	(POWER? OR LIGHT? OR ENERG? OR ELECTRIC? OR UTILIT? OR TEL- EPHON? OR PHON? OR WATER? OR MORTGAGE? OR GAS) (4N) (STATEMENT? OR BILL? ? OR INVOICE?)
S2	1142	S1 (4N) (ADVERT? OR PROMOT? OR COUPON? OR OFFER OR AD? ?)
S3	9	S2 (S) (DATABASE? OR DIRECT? OR TARGET?) (4N) (MARKET? OR SA- LES? OR SELLING)
S4	73	S2 AND (DATABASE? OR DIRECT? OR TARGET?) (3N) (MARKET? OR SA- LES? OR SELLING)
S5	156	S2(S) (AGE? OR MARITAL? OR FAMILY OR FINANC? OR LOCAT? OR (- ZIP OR POSTAL) ()CODE? OR PURCHAS? OR ASSET? OR LIABIL? OR EQU- IT?)
S6	6	S4 AND S5
S7	629	S2 AND (AGE? OR MARITAL? OR FAMILY OR FINANC? OR LOCAT? OR (ZIP OR POSTAL) ()CODE? OR PURCHAS? OR ASSET? OR LIABIL? OR EQ- UIT?)
S8	53	S4 AND S7
S9	12	S4(S) (PRINT? OR ATTACH? OR INCLUD?)
S10	26	S3 OR S6 OR S9
S11	22	RD (unique items)
S12	19	S11 NOT PY>1997
S13	16	S12 NOT PD>970415
File 485: Accounting and Tax Database 1971-1998/Oct W2 (c) 1998 UMI		
File 625: American Banker Publications 1981-1998/Oct 19 (c) 1998 American Banker		
File 728: Asia/Pac News 1994-1998/Oct W2 (c) 1998 Dialog Corporation		
File 268: Banking Information Source 1981-1998/Oct W2 (c) 1998 UMI		
File 626: Bond Buyer Full Text 1981-1998/Oct 19 (c) 1998 Bond Buyer		
File 609: Bridge World Markets News 1989-1998/Oct 19 (c) 1998 Bridge		
File 727: Canadian Newspapers 1990-1998/Oct 19 (c) 1998 Southam Inc.		
File 481: Delphes Eur Bus 80-1998/Oct W1 (c) 1998 ACFCI & Chambre Comm Ind Paris		
File 629: EIU: BUS. Newsletters 1998/Sep W2 (c) 1998 Economist Intelligence Unit		
File 622: This database is no longer available. (c) 1998		
File 18: IAC F&S INDEX(R) 1980-1998/Oct 19 (c) 1998 Information Access Co.		
File 570: IAC MARS(R) 1984-1998/Oct 19 (c) 1998 Information Access Co.		
File 649: IAC NEWSWIRE ASAP(TM) 1998/Oct 19 (c) 1998 Information Access Co.		
File 637: Journal of Commerce 1986-1998/Oct 19 (c) 1998 Journal of Commerce Inc		
File 608: KR/T Bus. News. 1992-1998/Oct 19 (c) 1998 Knight-Ridder/Tribune Bus News		
File 711: Independent(London) Sep 1988-1998/Oct 16 (c) 1998 Newspaper Publ. PLC		
File 169: Insurance Periodicals 1984-1998/Oct W1 (c) 1998 NILS Publishing Co.		
File 474: New York Times Abs 1969-1998/Oct 17 (c) 1998 The New York Times		
File 49: PAIS INT. 1976-1998/Jul (c) 1998 Public Affairs Information Service		
File 710: Times/Sun.Times(London) Jun 1988-1998/Oct 16 (c) 1998 Times Newspapers		
File 475: Wall Street Journal Abs 1973-1998/Oct 16 (c) 1998 The New York Times		
File 553: Wilson Bus. Abs. FullText 1982-1998/Sep (c) 1998 The HW Wilson Co		

13/3,K/1 (Item 1 from file: 485)  
DIALOG(R)File 485:Accounting and Tax Database  
(c) 1998 UMI. All rts. reserv.

00422532

\*\* FULL-TEXT AVAILABLE IN FORMATS 7 AND 9 \*\*  
Moving home banking into the EFT mainstream Online Resources' patented approach for home banking growth  
Anonymous  
Bank Network News v12 n6 PP: 1, 4+ Aug 12, 1993  
JRNL CODE: ABNN  
WORD COUNT: 1250 LINE COUNT: 114

Accounting and Tax Database\_1971-1998/Oct W2  
...TEXT: conducted this spring by Tampa-based Payment Systems Inc. of 85 of the 150 largest **financial** institutions revealed that 80% offer an automated telephone banking service, 25% **offer** a **telephone** bill payment service and 14% **offer** personal computer-based banking. In addition, 35% are considering offering a screen-based home banking... devices available to financial institutions by the end of first quarter 1994.

William Randle, Huntington **director** of **marketing** and strategic planning, says a key reason his bank split with AT&T was that...

13/3,K/2 (Item 2 from file: 485)  
DIALOG(R)File 485:Accounting and Tax Database  
(c) 1998 UMI. All rts. reserv.

00304047

\*\* FULL-TEXT AVAILABLE IN FORMATS 7 AND 9 \*\*  
**How to Create an Effective Advertisement**  
Granat, Jay P.  
CPA Journal v61 n1 PP: 68, 80 Jan 1991  
ISSN: 0732-8435 JRNL CODE: CPA  
WORD COUNT: 1115 LINE COUNT: 101

Accounting and Tax Database\_1971-1998/Oct W2

ABSTRACT: Many accounting firms are now placing **print** advertisements in trade publications, business journals, and other **print** media. One way to assess the general appropriateness of a **print** ad is to use the AIDA (Attention-Interest-Desire-Action) model. If the ad's...

...persuasive message has been put forth. The headline is the most important component of any **print** ad. If the first line does not stand out from all the other pieces of...

...audience and the firm's personality and orientation. An effective slogan can act as a **powerful** summary **statement** for an **ad**.  
...TEXT: likely that a **print** campaign will generate leads and contacts, which senior partners, rainmakers, and **marketing** **directors** will have to follow up on with personalized marketing efforts.

The Headline

The headline is...

13/3,K/3 (Item 1 from file: 268)  
DIALOG(R)File 268:Banking Information Source  
(c) 1998 UMI. All rts. reserv.

00272604 (USE FORMAT 7 FOR FULLTEXT)  
**Outsourcing refocuses marketing's role**  
Morrall, Katherine  
Bank Marketing, v27, n10, p40-44, Oct 1995 DOCUMENT TYPE: Journal Article

LANGUAGE: English RECORD TYPE: Abstract Fulltext  
AVAILABILITY: Contact UMI for article reprint (order no. 10211.01).  
    Restrictions may apply.  
WORD COUNT: 02786

... outsource. The emerging trend showed more outsourcing of activities typically kept in-house. These activities included market planning, product development, recognition programs, sales support and strategic planning. These were in addition to the most commonly outsourced activities such as product promotion, advertising, direct mail, market research and corporate literature.

Lynch says the trend in outsourcing is a reflection of how...

...marketing customer information file (MCIF) database, updating the database each month, developing periodic customer and market surveys, and producing direct mail campaigns. Harte-Hanks Data Technologies provides an integrated array of services to banks that outsource their marketing activities. They range from creative services and production for direct marketing , market research and database services, and production and printing services.

Sanwa began its relationship with Harte-Hanks in 1990, and at first, the role...vice president of business development for GE Capital Credit Services.

With statement inserting, banks can target market messages to specific customer segments. The bank transmits a copy of its customer statement file...

...inserter knows which promotion to insert into which statement. Up to 10 inserts can be included in one mailing, but Makson says six is a more practical number because of postage...

13/3,K/4 (Item 2 from file: 268)  
DIALOG(R)File 268:Banking Information Source  
(c) 1998 UMI. All rts. reserv.

00035314  
Tech takes: phones, phones, phones  
Anonymous  
United States Banker, v102, n2, p63, Feb 1992 LANGUAGE: English  
RECORD TYPE: Abstract  
AVAILABILITY: Contact UMI for article reprint. Restrictions may apply.

ABSTRACT: Banks are designing new products targeted to the home banking market . Bank America (San Francisco) reportedly will offer a modified, card-reading telephone that will enable electronic bill payment and the ordering of groceries for home delivery from Safeway Supermarkets. Marketed by Safeway...

13/3,K/5 (Item 3 from file: 268)  
DIALOG(R)File 268:Banking Information Source  
(c) 1998 UMI. All rts. reserv.

00013168  
'Try us for free', says Mellon in business offer  
Anonymous  
Bank Advertising News, v17, n23, p1,8, Feb 8, 1993 DOCUMENT TYPE: Journal Article LANGUAGE: English RECORD TYPE: Abstract  
AVAILABILITY: Contact UMI for article reprint. Restrictions may apply.

...ABSTRACT: by offering fee waivers for six months on business banking services such as bank by phone , telephone bill paying, and checking. Fractional ads are running in newspapers in most of Mellon's markets . In addition to targeting new customers, the ads are also intended to sell extra services to existing customers.

13/3,K/6 (Item 1 from file: 609)  
DIALOG(R)File 609:Bridge World Markets News  
(c) 1998 Bridge. All rts. reserv.

3712552 17498  
**UTAH ADVERTISING FEDERATION NAMES 1995-96 BOARD OF DIRECTORS**

DATE: June 5, 1996 15:53 E.T. WORD COUNT: 276

Bridge World Markets News\_1989-1998/Oct 19

...Lelis,  
fund-raising director, is a sales manager for KALL radio.

Bill Lines, awards/honors director , is production sales manager for Mountain Cable Productions. Brian Rasmussen, student-services director, is a partner at Aller & Rasmussen. Debbie Hirth Rohovit, publications director, is production manager for Penna Powers Cutting & Haynes.

Bill Beadle, advertising education director, is president of the Better Business Bureau. Tal Harry, programs director, is an...

13/3,K/7 (Item 2 from file: 609)  
DIALOG(R)File 609:Bridge World Markets News  
(c) 1998 Bridge. All rts. reserv.

1970885 5572  
**'THE DANCING FAT GUY' DRAWS A CROWD AT MALL APPEARANCE**

DATE: June 21, 1993 20:59 E.T. WORD COUNT: 456

Bridge World Markets News\_1989-1998/Oct 19

...He has an attitude like  
'What, me worry?' - a '90s kind of attitude."

For radio marketing directors , he's a gold mine, said Michelson. Marena doing the shuffle has become instantly recognizable, which is important to the company paying the advertising bill .

"He has a kinetic energy that translates well to video and it works very well for marketing radio stations," Michelson...

13/3,K/8 (Item 1 from file: 570)  
DIALOG(R)File 570:IAC MARS(R)  
(c) 1998 Information Access Co. All rts. reserv.

00918137  
**YP Publishers, Local Service Providers Hope To Maintain Directory Services**

Yellow Pages & Directory Report March 13, 1996 v. 12 no. 5 p. N/A

ISSN: 1071-2461

Article type: Article

\*FULL TEXT AVAILABLE IN FORMAT 9\* WORD COUNT: 365

... Champion, vice president and general counsel at Ameritech Advertising Services, said a competitive local phone market will complicate the directory publishing business. The major issues facing directory publishers include multiple listings databases, number portability, new scoping possibilities, multiple billing options and

Set	Items	Description
S1	6172	(POWER? OR LIGHT? OR ENERG? OR ELECTRIC? OR UTILIT? OR TEL-EPHON? OR PHON? OR WATER? OR MORTGAGE? OR GAS) (4N) (STATEMENT? OR BILL? ? OR INVOICE?)
S2	157	S1 (S) (ADVERT? OR PROMOT? OR COUPON? OR OFFER OR AD? ?)
S3	6	S2 (S) (DATABASE? OR DIRECT? OR TARGET?) (S) (MARKET? OR SAL-ES? OR SELLING)
S4	6	S2 AND (DATABASE? OR DIRECT? OR TARGET?) (S) (MARKET? OR SAL-ES? OR SELLING)
S5	36	S2(S) (AGE? OR MARITAL? OR FAMILY OR FINANC? OR LOCAT? OR (-ZIP OR POSTAL) ()CODE? OR PURCHAS? OR ASSET? OR LIABIL? OR EQU-IT?)
S6	39	S4 OR S5
S7	37	RD (unique items)
S8	34	S7 NOT PY>1997
S9	33	S8 NOT PD>970415
File	108:Aerospace Database	1962-1998/Oct (c) 1998 AIAA
File	8:Ei Compendex(R)	1970-1998/Nov W2 (c) 1998 Engineering Info. Inc.
File	77:Conference Papers Index	1973-1998/Nov (c) 1998 Cambridge Sci Abs
File	238:Abs. in New Tech & Eng.	1981-1998/Sep (c) 1998 Reed-Elsevier (UK) Ltd.
File	35:Dissertation Abstracts Online	1861-1998/Oct (c) 1998 UMI
File	202:Information Science Abs.	1966-1998/Jul (c) 1998 Information Today, Inc
File	65:Inside Conferences	1993-1998/Oct W3 (c) 1998 BLDSC all rts. reserv.
File	2:INSPEC	1969-1998/Oct W4 (c) 1998 Institution of Electrical Engineers
File	14:Mechanical Engineering Abs	1973-1998/Nov (c) 1998 Cambridge Sci Abs
File	94:JICST-EPlus	1985-1998/Aug W1 (c) 1998 Japan Science and Tech Corp(JST)
File	438:Library Literature	1984-1998/Sep (c) 1998 The HW Wilson Co
File	61:LISA(LIBRARY&INFOSCI)	1969-1998/Oct (c) 1998 Reed Reference Publishing
File	239:Mathsci(R)	1940-1998/Oct (c) 1998 American Mathematical Society
File	233:Microcomputer Abstracts	1974-1998/Oct (c) 1998 Information Today Incl.
File	6:NTIS	64-1998/Nov W3 Comp&distr 1998 NTIS, Intl Copyright All Righ
File	144:Pascal	1973-1998/Sep (c) 1998 INIST/CNRS
File	64:Global Mobility Database (R)	1965-1998/Sep (c) 1998 SAE Inc.
File	434:SciSearch(R) Cited Ref Sci	1974-1989/Dec (c) 1998 Inst for Sci Info
File	62:SPIN(R)	1975-1998/Oct W3 (c) 1998 American Institute of Physics
File	99:Wilson Appl. Sci & Tech Abs	1983-1998/Sep (c) 1998 The HW Wilson Co.

9/5/1 (Item 1 from file: 8)  
DIALOG(R)File 8:Ei Compendex(R)  
(c) 1998 Engineering Info. Inc. All rts. reserv.

04897400 E.I. No: EIP97123965155

Title: Geothermal district heating and cooling of hotel/casinos in downtown Reno, Nevada

Author: Cerci, Yunus; Kanoglu, Mehmet; Cengel, Yunus A.; Turner, Robert H.

Corporate Source: Univ of Nevada, Reno, NV, USA

Conference Title: Proceedings of the 1996 Annual Meeting of the Geothermal Resources Council

Conference Location: Portland, OR, USA Conference Date: 19960929-19961002

E.I. Conference No.: 47496

Source: Transactions - Geothermal Resources Council v 20 1996. Geothermal Resources Council, Davis, CA, USA. p 59-64

Publication Year: 1996

CODEN: TGRCD7 ISSN: 0193-5933

Language: English

Document Type: CA; (Conference Article) Treatment: G; (General Review)

Journal Announcement: 9802W3

Abstract: In this paper, potential revenues from the proposed geothermal district heating/cooling system for the hotel/casino complexes in downtown Reno, Nevada are estimated by analyzing their actual **electricity** and **natural gas bills** during 1993 through 1994. The geothermal system appears to be feasible, and **financially** very attractive. The geothermal district system can meet the entire heating and cooling requirements of the hotel/casinos, generating total potential revenues of dollar 3,486,000 per year. Also, other buildings around the downtown area such as Saint Mary's Hospital, several motels, business complexes, Washoe County School District Building, and even the UNR campus will **add** extra potential revenues, if these buildings are connected to the geothermal grid. Since most buildings around the downtown use central heating and cooling system, the retrofit costs for the both system should be minimal. (Author abstract) 4 Refs.

Descriptors: \*Geothermal heating; Geothermal energy; Air conditioning; Hotels; Utility rates; District heating

Identifiers: Geothermal district heating/cooling systems

Classification Codes:

481.3.1 (Geothermal Phenomena)

615.1 (Geothermal Energy); 481.3 (Geophysics); 643.3 (Air Conditioning); 402.2 (Public Buildings); 706.1 (Electric Power Systems); 911.1 (Cost Accounting)

615 (Thermoelectric & Other Power Generators); 481 (Geology & Geophysics); 643 (Space Heating & Air Conditioning); 402 (Buildings & Towers); 706 (Electric Transmission & Distribution); 911 (Industrial Economics)

61 (PLANT & POWER ENGINEERING); 48 (ENGINEERING GEOLOGY); 64 (HEAT & THERMODYNAMICS); 70 (ELECTRICAL ENGINEERING); 91 (ENGINEERING MANAGEMENT)

9/5/2 (Item 2 from file: 8)

DIALOG(R)File 8:Ei Compendex(R)

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04191458 E.I. No: EIP95062751789

Title: Getting the most from high-efficiency motors

Author: Cole, Richard; Thome, Terry

Corporate Source: Dayton Electric Mfg. Co, Niles, IL, USA

Source: Power Transmission Design v 37 n 5 May 1995. p 27-31

Publication Year: 1995

CODEN: PWTDAH ISSN: 0032-6070

Language: English

Document Type: JA; (Journal Article) Treatment: G; (General Review)

Journal Announcement: 9508W4

Abstract: As energy cost increases, premium-efficiency motors seemed to be an appealing alternative to standard-efficiency motors.

Premium-efficiency motors are constructed better and yield longer service

life backed by longer warranties. However, due to the improved features they offer , they cost up to 25% more. Purchasing more expensive equipments must have full cost justifications. In this article, the proper applications of premium-efficiency motors were discussed, as well as their benefits and corresponding costs. Primary considerations such as electric bills and hours of operation were given emphasis. A formula was also provided for calculating savings.

Descriptors: \*Electric motors; Efficiency; Cost effectiveness; Electric power supplies to apparatus; Electric losses; Magnetic cores; Energy conservation; Steel; Electric loads; Maintenance

Identifiers: Energy demand; Maintenance costs; Magnetic core loss; Premium efficiency motors; Hysteresis losses; Lamination

Classification Codes:

705.1 (Electric Machinery, General); 911.2 (Industrial Economics);  
704.2 (Electric Equipment); 701.1 (Electricity: Basic Concepts & Phenomena); 701.2 (Magnetism: Basic Concepts & Phenomena); 525.2 (Energy Conservation)

705 (Electric Generators & Motors); 911 (Industrial Economics); 704 (Electric Components & Equipment); 701 (Electricity & Magnetism); 525 (Energy Management)

70 (ELECTRICAL ENGINEERING); 91 (ENGINEERING MANAGEMENT); 52 (FUEL TECHNOLOGY)

9/5/3 (Item 3 from file: 8)

DIALOG(R)File 8:Ei Compendex(R)

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04074786 E.I. No: EIP95022580658

Title: Implementing ASCE water-conservation policy

Author: Anton, Walter F.

Corporate Source: Seattle Water Dep, Seattle, WA, USA

Source: Journal of Water Resources Planning and Management v 121 n 1 Jan-Feb 1995. p 80-89

Publication Year: 1995

CODEN: JWRMD5 ISSN: 0733-9496

Language: English

Document Type: JA; (Journal Article) Treatment: G; (General Review)

Journal Announcement: 9504W4

Abstract: In April 1991, the ASCE's Board of Direction adopted the **Water Conservation Policy Statement** developed by the ASCE's National Water Policy Committee. The Board officially supports the conservation of water as an essential aspect of water-resources management and recognizes that water conservation should include activities that **promote** the efficient use and management of water. This paper summarizes the results of survey data received from 47 Association of Metropolitan Water **Agencies** member **agencies** as an indication of the efforts being made by water utilities throughout the nation to implement the activities encouraged in the ASCE **Water Conservation Policy Statement**. The paper also contains a brief summary of the Seattle Water Department's current and planned water-conservation programs, and the department's experience with water-use-curtailment measures that successfully augmented the ongoing water-conservation programs during the 1987 and 1992 droughts in the state of Washington. (Author abstract)

Descriptors: \*Water conservation; Public policy; Societies and institutions; Strategic planning; Cost effectiveness; Water supply; Public utilities

Identifiers: Water use curtailment; Water management

Classification Codes:

901.1.1 (Societies & Institutions)

444.1 (Surface Water); 901.1 (Engineering Professional Aspects); 912.2 (Management); 911.2 (Industrial Economics); 446.1 (Water Supply Systems)

444 (Water Resources); 901 (Engineering Profession); 912 (Industrial Engineering & Management); 911 (Industrial Economics); 446 (Waterworks)  
44 (WATER & WATERWORKS ENGINEERING); 90 (GENERAL ENGINEERING); 91 (ENGINEERING MANAGEMENT)

9/5/4 (Item 4 from file: 8)  
DIALOG(R)File 8:Ei Compendex(R)  
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03530796 E.I. Monthly No: EIM9212-063929  
**Title:** The use of a general education course to introduce non-engineering students and faculty to concepts of engineering.  
Author: Bobis, James P.; Newell, Darrell E.  
Conference Title: 21st Frontiers in Education Conference  
Conference Location: West Lafayette, IN, USA Conference Date: 19910921  
Sponsor: IEEE Education Soc; American Soc for Engineering Education  
E.I. Conference No.: 16954  
Source: Proceedings - Frontiers in Education Conference. Publ by IEEE,  
IEEE Service Center, Piscataway, NJ, USA (IEEE cat n 92CH3069-2). p 687-690  
Publication Year: 1992  
CODEN: PFECDR ISSN: 0190-5848  
Language: English  
Document Type: PA; (Conference Paper) Treatment: G; (General Review)  
Journal Announcement: 9212

**Abstract:** In particular, the Electrical Engineering Department at Northern Illinois University (NIU), where a substantial majority of the students are undergraduates, elected to promote their programs and to teach the nonengineering students the various facets of electrical engineering with a general education course. Some of the technical topics included were discussions of computers, remote communication, VCRs, microwave ovens, automatic control systems, household wiring distribution, as well as current items of interest such as the Hubble telescope imperfections. In addition, each student selected or was given a problem to conceptually use his/her new found tools to solve. Vehicle location using local radio stations as beacons, parking lot license plate readers, computers to determine parking bills, and home basement gas detectors were typical problems the students elected to conceptually solve. This course, with typical enrollments of over 100 students, has alerted the administration and many of the 25,000 students/1200 faculty at NIU to the new Electrical Engineering program on campus. This has resulted in the program being more dynamically supported by the university community. 5  
Refs.

Descriptors: \*ELECTRICAL ENGINEERING--\*Education; ENGINEERING EDUCATION--Teaching; ELECTRONICS ENGINEERING--Education; COMPUTER SCIENCE--Education

Identifiers: NONENGINEERING STUDENTS; NONENGINEERING FACULTY; GENERAL EDUCATION COURSE

Classification Codes:  
709 (Electrical Engineering, General); 901 (Engineering Profession);  
713 (Electronic Circuits); 723 (Computer Software)  
70 (ELECTRICAL ENGINEERING); 90 (GENERAL ENGINEERING); 71 (ELECTRONICS & COMMUNICATIONS); 72 (COMPUTERS & DATA PROCESSING)

9/5/5 (Item 5 from file: 8)  
DIALOG(R)File 8:Ei Compendex(R)  
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03005018 E.I. Monthly No: EI9101010862  
**Title:** Dealing with trash. Cornell's program in solid waste management.  
Author: Schuler, Richard E.; Gouldin, Frederick C.; Harrison, Ellen Z.; Kulick, Steve; Ditz, Daryl; Cobb, Kenneth; Bonhotal, Jean; Ravichandran, M.; Rundle, Carin  
Corporate Source: New York State Solid Waste Combustion Inst  
Source: Engineering: Cornell Quarterly v 24 n 4 Summer 1990 p 2-3  
Publication Year: 1990  
CODEN: ECQUAU ISSN: 0013-7871  
Language: English  
Document Type: JA; (Journal Article) Treatment: G; (General Review); M; (Management Aspects)  
Journal Announcement: 9101  
**Abstract:** The Cornell Waste Management Institute (CWMI) was formed in 1987 to address the technical, environmental, socio-economic, and community problems that are involved in the solid waste crisis. A sister

organization, the New York State Solid Waste Combustion Institute (SWCI), was also created in 1987 as an independent entity located at Cornell. CWMI promotes and conducts research and disseminates research results. CWMI also provides technical assistance, without charge, to communities that have concerns associated with the management of garbage disposal. Typical concerns are the compatibility of recycling and incineration, emerging waste-treatment technologies, the assessment of health risks, and the adequacy of environmental impact statements for waste-to-energy facilities. A combustion research working group has been established by SWIC to bring together representatives of the universities, where much of the research is conducted, and representatives of industries that might benefit from the research.

Descriptors: \*WASTE DISPOSAL--\*Management; ENVIRONMENTAL PROTECTION--Research; SOCIETIES AND INSTITUTIONS; MANAGEMENT--Research and Development Application; REFUSE DISPOSAL--Incineration

Identifiers: SOLID WASTE MANAGEMENT; CORNELL WASTE MANAGEMENT INSTITUTE; SOLID WASTE COMBUSTION INSTITUTE

Classification Codes:

452 (Sewage & Industrial Wastes Treatment); 912 (Industrial Engineering & Management); 454 (Environmental Engineering); 901 (Engineering Profession)

45 (POLLUTION & SANITARY ENGINEERING); 91 (ENGINEERING MANAGEMENT); 90 (GENERAL ENGINEERING)

9/5/6 (Item 6 from file: 8)

DIALOG(R)File 8:Ei Compendex(R)

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01738648 E.I. Monthly No: EI8503023731 E.I. Yearly No: EI85119286

Title: MANAGING ENERGY WITH POWER TRANSDUCERS.

Author: Anon

Corporate Source: Industrial Controls

Source: Vector (Kloof S Afr) Mar 1984 p 31-33

Publication Year: 1984

CODEN: VECTDP ISBN: 0-471-88102-3

Language: ENGLISH

Document Type: JA; (Journal Article) Treatment: A; (Applications); E; (Economic/Cost Data/Market Survey)

Journal Announcement: 8503

Abstract: The recent changes in the price and availability of all forms of energy have forced many industrial and commercial users to install energy control and monitoring devices. Until now, such devices were not economically justifiable. Since most of these users purchase electricity to satisfy some or all of their energy requirements, any device that can assist in controlling the monthly electric bill, and that can offer a reasonable pay-back period on its cost, must be carefully considered. This paper reviews the factors on which utility revenue metering is commonly based.

Descriptors: \*TRANSDUCERS--\*Applications; ENERGY MANAGEMENT

Identifiers: POWER TRANSDUCERS

Classification Codes:

704 (Electric Components & Equipment); 901 (Engineering Profession)

70 (ELECTRICAL ENGINEERING); 90 (GENERAL ENGINEERING)

9/5/7 (Item 7 from file: 8)

DIALOG(R)File 8:Ei Compendex(R)

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00909441 E.I. Monthly No: EI8004030022 E.I. Yearly No: EI80041540

Title: ALTERNATIVE TECHNOLOGIES FOR US RESIDENTIAL WATER HEATING.

Author: Hirst, Eric; Carney, Janet; O'Neal, Dennis

Corporate Source: Oak Ridge Natl Lab, Tenn

Source: Energy Policy v 7 n 4 Dec 1979 p 307-320

Publication Year: 1979

CODEN: ENPYAC ISSN: 0301-4215

Language: ENGLISH

Journal Announcement: 8004

Abstract: This article evaluates the energy savings and direct economic benefits of introducing heat pump and solar water heaters to the US residential market and the effects of a tax credit for solar installations. Energy savings are estimated for ten regions of the USA, as well as for the country as a whole, over the period 1977-2000. Changes in annual fuel bills and capital costs for water heaters are also computed. The results suggest that heat pump water heaters are likely to offer much larger benefits than solar heaters, even with tax credits. This is because heat pumps provide the same electricity savings (about 50%), but at a much lower capital cost. 21 refs.

Descriptors: \*HEATING--\*Hot Water Systems; HOUSES--Energy Conservation; ENERGY POLICY; HEAT PUMP SYSTEMS

Classification Codes:

643 (Space Heating & Air Conditioning); 402 (Buildings & Towers); 901 (Engineering Profession)

64 (HEAT & THERMODYNAMICS); 40 (CIVIL ENGINEERING); 90 (GENERAL ENGINEERING)

9/5/8 (Item 8 from file: 8)

DIALOG(R)File 8:Ei Compendex(R)

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00483383 E.I. Monthly No: EI7509058133 E.I. Yearly No: EI75018502

Title: ELECTRONIC FUNDS TRANSFER SYSTEMS.

Author: Walker, Gerald M.

Source: Electronics v 48 n 15 Jul 24 1975 p 79-85

Publication Year: 1975

CODEN: ELECAD ISSN: 0013-5070

Language: ENGLISH

Journal Announcement: 7509

Abstract: Electronic funds transfer systems basically involve connecting a bank's computer system to terminals having various degrees of "intelligence" in locations convenient for customers. In doing so, banks are converting from batch processing to on-line computer operations. It enables banking institutions to offer a single integrated service for handling savings accounts, along with paying bills to supermarkets, stores, and utilities, with or without bank-issued credit cards, as well as the automatic reporting of all transactions. Switching money between bank accounts costs less when done electronically than when done by check.

Descriptors: \*DATA PROCESSING--\*Financial Applications

Classification Codes:

723 (Computer Software); 911 (Industrial Economics)

72 (COMPUTERS & DATA PROCESSING); 91 (ENGINEERING MANAGEMENT)

9/5/9 (Item 1 from file: 35)

DIALOG(R)File 35:Dissertation Abstracts Online

(c) 1998 UMI. All rts. reserv.

01189016 ORDER NO: AAD81-08777

A STUDY OF MUNICIPALLY OWNED ELECTRIC UTILITIES FINANCIAL REPORTING PRACTICES

Author: BAKER, JACK DEAN

Degree: PH.D.

Year: 1980

Corporate Source/Institution: UNIVERSITY OF MISSOURI - COLUMBIA (0133)

Source: VOLUME 41/11-A OF DISSERTATION ABSTRACTS INTERNATIONAL.

PAGE 4747. 205 PAGES

Descriptors: BUSINESS ADMINISTRATION, ACCOUNTING

Descriptor Codes: 0272

The major hypothesis of the study is that there is a lack of comparability of financial information between municipally owned electric utilities. This lack of comparability is caused by the different accounting and reporting methods used by the utilities. Some municipal utilities use generally accepted accounting principles to account for their operations,

some use regulatory accounting principles and some use a combination of the two.

A perplexing problem exists for municipal electric utilities in determining appropriate accounting principles. The National Council on Governmental Accounting indicates that municipal utilities should follow the principles used by similar type enterprises in the private sector. However, generally accepted accounting principles for electric utilities in the private sector are not clearly defined. Addendum to Accounting Principles Board Opinion Number 2 states that differences may arise between financial statements prepared for private utilities and for other types of businesses, but the Addendum does not identify those differences or offer any direction on how to account for them. The Addendum, however, is now under review by the Financial Accounting Standards Board, with the intent of providing some guidance on how the account for the differences.

To demonstrate the impact that the different accounting and reporting methods have on the comparability of financial information between municipally owned electric utilities, two minor hypotheses are examined. The first minor hypothesis states that there are different accounting and reporting procedures being used by municipal utilities. A mail questionnaire is used to gather evidence to test this hypothesis. A second minor hypothesis states that the different procedures cause similar transactions to be accounted for in different ways. The financial statements of a selected number of municipal electric utilities are analyzed to test the second hypothesis.

The hypotheses tests are limited to four frequently encountered financial accounting and reporting problem areas for municipal utilities. The four problem areas are accounting and reporting for interest costs incurred during construction, the acquisition of plant assets previously used in public service, long-term debt, and in-lieu taxes and contributions made by the utilities to their owner municipalities.

Results of the hypotheses tests strongly support the proposition that there is a lack of comparability of financial information between municipally owned electric utilities. The municipal utility survey reveals that there are different methods being used by the municipal utilities to account for similar transactions. Results of tests of the second minor hypothesis show that these different accounting methods may affect the comparability of financial information between municipal electric utilities because of their impact on net income and total assets.

In investigating the various accounting and reporting methods used by municipal utilities it became apparent that it would be difficult to obtain any comparability in financial accounting and reporting based on regulatory accounting principles. Financial statements prepared using regulatory accounting principles are sometimes viewed as being a clear-cut expressions of some general rate-making process. Unfortunately, this is not always true. There is no general rate-making process uniformly followed by all municipal utilities. As a result municipal electric utility financial statements prepared in accordance with regulatory accounting requirements in one regulatory jurisdiction may be different from financial statements prepared in other jurisdiction.

Because of this diversity, and the resulting impact on comparability, a recommendation of the study is that the financial statements of municipally owned electric utilities be prepared in accordance with generally accepted accounting principles. Financial statements or information needed by regulatory bodies could still be presented, but as supplementary information in the annual report prepared by the municipality owning the electric utility.

9/5/10 (Item 1 from file: 202)  
DIALOG(R) File 202: Information Science Abs.  
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00064883 8203383  
ISA Document Number in Printed Publication: 8203383

Optimisation in a distributed SGBD following the experience of SIRIUS  
DELTA.

Document Type: Monographic  
Author (Affiliation): Glorieux, A.M.

Publication Language(s): French

Source: In Convention Informatique 1981. The means of computerisation, Paris, France, 21-25 Sept. 1981 (Paris, France: convention informatique 1981), p. 90-6

The building of the SIRIUS-DELTA prototype, under the SIRIUS (ADI /INRIA) pilot project, led to reflection inter alia, on the optimisation of the processing time for a request in a distributed data base management system. The optimisation of the request depends on the choice of the local sub-requests, their location and their statement, in the light of all possible scenarios. At least, 2 main types of solutions already exist today: the static current solution in which an attempt is made to achieve optimisation before execution, and the dynamic current solution in which an attempt is made to achieve the optimisation in the course of execution. The optimisation of the request also depends on what it is intended to optimise (transfer, cost, answer time, etc.) and on the actual configuration of the distributed system

Descriptors: Optimization in Distributed SGBD

Subject Class Header (Number): Information Systems and Applications, Bibliographic Search Services, Databases (06.02)

9/5/11 (Item 1 from file: 2)

DIALOG(R)File 2:INSPEC

(c) 1998 Institution of Electrical Engineers. All rts. reserv.

5178203

Title: Customer-operated price verifiers

Author(s): Leipzig, M.

Author Affiliation: Spectra-Phys. Scanning Syst. Inc., Eugene, OR, USA

Journal: ID Systems European Edition vol.4, no.1 p.32,36

Publisher: Helmers Publishing,

Publication Date: Jan. 1996 Country of Publication: USA

CODEN: ISEEEE ISSN: 1081-275X

SICI: 1081-275X(199601)4:1L.32:COPV;1-6

Material Identity Number: B070-96001

Language: English Document Type: Journal Paper (JP)

Treatment: Practical (P)

Abstract: Retailers increase customer opportunities and goodwill on the store floor with price verification systems. In its most basic form, a PVS is a freestanding terminal combined with a scanner in a single housing, placed in a convenient location with eye-catching signage. The unit is hard-wired to the host system or connected by RF link. It grants customers the ability to determine the price and features of an item by scanning it. A PVS can take on more functions with the addition of various hardware and software modules. These modules might include a coupon printer, video merchandising display, magnetic stripe reader, catalogs, order forms, or utility bill payment slots. When some or all of these functions are added, the PVS becomes a kiosk. (0 Refs)

Descriptors: bar codes; mark scanning equipment; retailing

Identifiers: price verification systems; retailers; customers; coupon printer; video merchandising display; magnetic stripe reader; catalogs; order forms; utility bill payment; kiosk

Class Codes: D2140 (Marketing, retailing and distribution); D5030 (Printers and other peripherals)

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9/5/12 (Item 2 from file: 2)

DIALOG(R)File 2:INSPEC

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4443982

Title: Information for purchasers

Author(s): Cross, M.

Journal: Health Service Journal p.35, 38

Publication Date: 27 May 1993 Country of Publication: UK

CODEN: HSJOEO ISSN: 0952-2271

Language: English Document Type: Journal Paper (JP)

Treatment: General, Review (G); Practical (P)

Abstract: The NHS is set to embark on its most ambitious computing project to date. There are plans to link every health service computer in the country. Although the need to get information flowing between **purchasers** and providers is the main driving force behind NHS networking today, there are several other incentives for setting up the network. At the most prosaic, the management executive wants to cut the NHS's **telephone bill**. The original plan for the NHS-wide network involves it carrying telephone calls and radio communications as well as computer data. Officials are confident that the network's existence will put pressure on British Telecom to **offer** discounts. But an unresolved difficulty is now the NHS-wide network will set about charging users. (1 Refs)

Descriptors: computer networks; health care; telecommunication networks; telephony

Identifiers: purchasers; NHS; computing project; health service computer; networking; telephone bill; radio communications; computer data

Class Codes: D2060 (Health care); D4070 (Telephone systems); D5020 (Computer networks and intercomputer communications)

9/5/13 (Item 3 from file: 2)

DIALOG(R)File 2:INSPEC

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04286557 INSPEC Abstract Number: B9301-0120-009

Title: The use of a general education course to introduce nonengineering students and faculty to concepts of engineering

Author(s): Bobis, J.P.; Newell, D.E.

Author Affiliation: Northern Illinois Univ., IL, USA

Conference Title: Proceedings. Frontiers in Education. Twenty-First Annual Conference. Engineering Education in a New World Order. (Cat. No. 91CH3069-2) p.687-90

Editor(s): Grayson, L.P.

Publisher: IEEE, New York, NY, USA

Publication Date: 1991 Country of Publication: USA xii+773 pp.

ISBN: 0 7803 0222 2

Conference Sponsor: IEEE; American Soc. Eng. Educ

Conference Date: 21-24 Sept. 1991 Conference Location: West Lafayette, IN, USA

Language: English Document Type: Conference Paper (PA)

Treatment: Practical (P)

Abstract: In particular, the Electrical Engineering Department at Northern Illinois University (NIU), where a substantial majority of the students are undergraduates, elected to **promote** their programs and to teach the nonengineering students the various facets of electrical engineering with a general education course. Some of the technical topics included were discussions of computers, remote communication, VCRs, microwave ovens, automatic control systems, household wiring distribution, as well as current items of interest such as the Hubble telescope imperfections. In addition, each student selected or was given a problem to conceptually use his/her new found tools to solve. Vehicle location using local radio stations as beacons, parking lot license plate readers, computers to determine parking **bills**, and home basement **gas** detectors were typical problems the students elected to conceptually solve. This course, with typical enrollments of over 100 students, has alerted the administration and many of the 25000 students/1200 faculty at NIU to the new Electrical Engineering program on campus. This has resulted in the program being more dynamically supported by the university community. (5 Refs)

Descriptors: educational courses; electrical engineering

Identifiers: vehicle location; general education course; nonengineering students; faculty; Northern Illinois University; undergraduates; electrical engineering; computers; remote communication; VCRs; microwave ovens; automatic control systems; household wiring distribution; Hubble telescope; parking lot license plate readers; parking bills; home basement gas detectors

Class Codes: B0120 (Education and training)

9/5/14 (Item 4 from file: 2)

DIALOG(R)File 2:INSPEC

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03766987 INSPEC Abstract Number: C91003438

**Title:** Now playing: compact disks on LANs

Author(s): McCusker, T.

Journal: Datamation vol.36, no.20 p.55-6

Publication Date: 15 Oct. 1990 Country of Publication: USA

CODEN: DTMNAT ISSN: 0011-6963

Language: English Document Type: Journal Paper (JP)

Treatment: Practical (P)

**Abstract:** Describes how CD-ROM readers can be networked, cutting cost per user. For work groups, this shared resource can bring surprising savings, however pricing schemes are still controversial. Citicorp's Citibank collections division will save on its phone bill and up to half a million dollars a year in the future because it uses a networked reader of compact disc-read only memory (CD-ROM). The same optical disc technology also allows software engineers at two telephone companies to forego many hours updating documentation from their digital switch suppliers. In Atlanta, some 900 persons at the federal Environmental Protection Agency (EPA) are sharing six massive databases that reside on CD-ROMs. A common thread in each of these applications is that the CD-ROM drives operate on PC-based local area networks (LANs). Until recently, CD-ROM drives weren't networked; they were generally either part of the personal computer or connected to it with a cable. Four major vendors offer software providing network based access to CD-ROM databases; Artisoft Inc., CBIS Inc., Meridian Data Inc. and Online Computer Systems Inc. (0 Refs)

Descriptors: CD-ROMs; local area networks

Identifiers: LANs; CD-ROM; networked reader; optical disc; Artisoft Inc.; CBIS Inc.; Meridian Data Inc.; Online Computer Systems Inc

Class Codes: C5320K (Optical storage); C5620L (Local area networks); C7100 (Business and administration)

9/5/15 (Item 5 from file: 2)

DIALOG(R)File 2:INSPEC

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03593211 INSPEC Abstract Number: D90000981

**Title:** The drive to offer electronic services (home banking)

Journal: Banking World vol.8, no.1-2 p.45

Publication Date: Jan.-Feb. 1990 Country of Publication: UK

CODEN: BAWOEX ISSN: 0737-6413

Language: English Document Type: Journal Paper (JP)

Treatment: General, Review (G)

**Abstract:** In the year ahead Britain's retail banking institutions will step up the drive to win business through electronic banking services. Banks, will continue to promote electronic banking services to two separate (although overlapping) markets : home users and office users. Building societies and other institutions will concentrate on the home banking market . The use of the term 'home banking' has in fact become misleading. Everyone has the use of a telephone-in the office as well as in the home-and they will increasingly be prepared to use the telephone to communicate with their bank. They are quite likely in fact to carry out their personal banking from their office telephone. As a result many retail financial institutions have now decided to follow the telephone route to providing electronic banking to their personal customers. And even where an institution feels that the small business or professional practice is an important target market for electronic banking, it may still deliver a basic blend of balance information, funds transfer and bill payment facilities over the telephone . (0 Refs)

Descriptors: banking

Identifiers: retail banking; home banking; telephone; electronic banking

Class Codes: D2050E (Banking)

9/5/16 (Item 6 from file: 2)

DIALOG(R)File 2:INSPEC

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02688739 INSPEC Abstract Number: B86045803

**Title: Modern luminaires**

Author(s): Lyons, S.

Journal: Electrical Equipment p.18-20, 22

Publication Date: Jan. 1986 Country of Publication: UK

CODEN: ELEQBM ISSN: 0013-4317

Language: English Document Type: Journal Paper (JP)

Treatment: Practical (P)

Abstract: Luminaires now **offer** considerable advantages in reduced **energy bills**, reduced glare and reduced maintenance effort while offering increased safety and comfort. However, selecting lighting is far from simple. The **purchaser** should ask the lighting provider to state unambiguously what illuminance (lux) will be produced by a proposed new installation under various routines of periodic cleaning and relamping of the luminaires, and confirm that the installation will comply with CIBSE Code recommendations both in respect of illuminance level and limitation of direct glare. (0 Refs)

Descriptors: brightness; lamp accessories; maintenance engineering; safety

Identifiers: luminaires; energy bills; glare; maintenance effort; safety; comfort; lighting; periodic cleaning; illuminance level

Class Codes: B8530B (Light sources); B8530D (Lighting)

9/5/17 (Item 7 from file: 2)

DIALOG(R)File 2:INSPEC

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02614523 INSPEC Abstract Number: D86000602

**Title: Time and \$\$ saved with call accounting**

Journal: Telephone Engineer and Management vol.89, no.23 p.100-1

Publication Date: 1 Dec. 1985 Country of Publication: USA

CODEN: TPEMAW ISSN: 0040-263X

Language: English Document Type: Journal Paper (JP)

Treatment: General, Review (G)

Abstract: Interconnects in Seattle and Memphis have helped a pair of **advertising agencies** improve the efficiency of their billing procedures, by passing along the cost of telephone calls to the clients on whose behalf the calls were made. These **agencies** are using Call Accounting Systems to increase the proportion of their monthly **telephone bills** that they are able to charge to clients, while reducing the length of time needed to post these charges. Call accounting can be a valuable new tool for **advertising agencies**, and an important prospective market for interconnects able to sell call accounting systems. The technology makes it possible to attach call accounting to any PBX with an SMDR output, or through a scanning device, to most electromechanical systems. The cost savings that it provides makes it an almost essential part of the telephone system in any well-managed professional practice. (0 Refs)

Descriptors: advertising; telephony

Identifiers: call accounting; advertising agencies; billing procedures; telephone calls; PBX; SMDR output; scanning device; electromechanical systems; cost savings

Class Codes: D2105 (Media-TV, radio, press); D4070 (Telephone systems)

9/5/18 (Item 8 from file: 2)

DIALOG(R)File 2:INSPEC

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01820726 INSPEC Abstract Number: B82017628

**Title: Bonus bucks put \$ in customers' pockets**

Journal: Electrical World vol.195, no.7 p.139-40

Publication Date: July 1981 Country of Publication: USA

CODEN: ELWOA3 ISSN: 0013-4457

Language: English Document Type: Journal Paper (JP)

Treatment: General, Review (G)

Abstract: Texas Power & Light Co. is encouraging its residential customers to buy high-efficiency equipment by giving them 'Bonus' Buck coupons that can be used to pay their electricity bill. The coupons represent part of the money the utility does not have to invest in new facilities to meet larger peak loads caused by continued use of less-efficient equipment. Coupon value varies with the type of equipment purchased and whether it is used in a new or existing home. The program also seeks participation by dealers and TP&L employees. (0 Refs)

Descriptors: electricity supply industry; power utilisation

Identifiers: Bonus Buck coupons; encouragement to buy high efficiency equipment; residential customers

Class Codes: B8110B (Power system management, operation and economics); B8570 (Domestic appliances)

9/5/19 (Item 1 from file: 94)

DIALOG(R)File 94:JICST-EPlus

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02572166 JICST ACCESSION NUMBER: 94A0788940 FILE SEGMENT: JICST-E

Follow-up report on environmental impact. Under construction.1.Housing construction project at Daiba district in coastal sub-metropolitan city of Tokyo. ( Sponsors : Tokyo, Tokyo Housing Supply Public Corp., Housing and Urban Development Corp., Tokyo branch office ).

Tokyo Metrop. Gov.; Tokyo Metrop. Hous. Supply Corp.; Hous. and Urban Dev. Corp.

Jigo Chosa Hokokusho. Koji Shikochu 1. Rinkai Fukutoshin Daiba Chiku Jutaku Kensetsu Jigyo. Heisei 6-nen, 1994, PAGE.96p, FIG.43, TBL.36, REF.5

JOURNAL NUMBER: N942062S

UNIVERSAL DECIMAL CLASSIFICATION: 711.58 614.7:628:009

LANGUAGE: Japanese COUNTRY OF PUBLICATION: Japan

DOCUMENT TYPE: Journal

ARTICLE TYPE: Original paper

MEDIA TYPE: Printed Publication

ABSTRACT: This is a return on the items of follow-up study on the environmental impact statement ( air pollution, water pollution, ground subsidence, topography and geology, and damage by wind ) which has been referred to Nikken Design Co., Ltd. on the initiation of above-mentioned project by Metropolitan Tokyo, Tokyo Housing Supply Public Corp. and Housing Urban Development Corp. Contents.1) Summary : a) name and address of promoter , b) title of project, c) general contents of project, d) outline of conclusions from the follow-up study.2) Contents of project : a) purpose of project, b) location and area, c) contents of master plan, d) progress of construction.3) The items of follow-up study : a) air pollution, b) water pollution, c) ground subsidence, d) topography and geology, e) damage by wind.4) Others : a) name and address of person who has made the study, b) list of materials referred to.5) References : a) change of business plan, b) change of follow-up plan.

DESCRIPTORS: housing construction; environmental impact assessment; multistory building; high-rise building; air pollution; water pollution ; ground subsidence; displacement measurement; environmental conservation; ground water level; water level fluctuation; wind damage; wind speed; wind direction; Tokyo; waterfront; multiple dwelling house; housing estate

BROADER DESCRIPTORS: construction(build); housing problem; problem; evaluation; building; structure(construction); environmental pollution; pollution; subsidence; measurement; environmental management; management; water level; fluctuation and variation; meteorological disaster; natural disaster; disaster; meteorological element; velocity; Kanto District; Japan; East Asia; Asia; coastal district; district; dwelling house; estate

CLASSIFICATION CODE(S): RD03010G; SA01020V

9/5/20 (Item 2 from file: 94)

DIALOG(R)File 94:JICST-EPlus

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01517211 JICST ACCESSION NUMBER: 92A0111532 FILE SEGMENT: JICST-E  
Government budget bill for atomic energy related matters for the 1992  
fiscal year. ( Sponsor : The Science and Technology Agency, Atomic  
Energy Bureau S, The Science and Technology Agency, Nuclear Safety  
Bureau ).

Science and Technology Agency, Atomic Energy Bureau; Kagakugijutsucho  
Genshiryokuanzenkyoku

Heisei 4 Nendo Genshiryoku Kankei Yosan Seifu Gen'an, 1992, PAGE.9p

JOURNAL NUMBER: N920151B

UNIVERSAL DECIMAL CLASSIFICATION: 621.311 621.039:35.078

LANGUAGE: Japanese COUNTRY OF PUBLICATION: Japan

DOCUMENT TYPE: Journal

ARTICLE TYPE: Data Sheets, Monograph, Photography

MEDIA TYPE: Printed Publication

ABSTRACT: In connection with the 1992 government budget bill for atomic energy related matters, the general account for the following organizations is shown.1) Japan Atomic Energy Res. Inst.2) Power Reactor and Nuclear Fuel Development Corp.3) Natl. Inst. of Radiological Sci.4) The Inst. of Physical and Chemical Res. ( related to atomic energy ).5) National organizations for scientific research.6) Atomic Energy Bureau.7) Nuclear Safety Bureau. In connection with the special account for power development promotion , the amount of the budget bill for the following items is shown. I. Power source location account : budget for power source location countermeasures.1) Commissions for nuclear power generation safety counterplans.2) Subsidies for nuclear power generation safety counterplans.3) Subsidies for power source location promotion .4) Power source location special subsidies.5) Grants for nuclear power generation safety counterplans.6) Donation to IAEA.II. Power source diversification account ( Power Reactor and Nuclear Fuel Development Corp., general research, administration expenses, reserve fund for salary improvement ).(1992.1).

DESCRIPTORS: budget(money); energy policy; accident prevention; national policy; industrial location; site selection; nuclear energy; power reactor; nuclear power generation; laboratory; reactor safety

BROADER DESCRIPTORS: policy; preclusion(protection); location(land); selection; energy; nuclear reactor; power generation; electric power energy operation; safety; property

CLASSIFICATION CODE(S): NB01000X; MA01020P

9/5/21 (Item 1 from file: 6)

DIALOG(R)File 6:NTIS

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2087517 NTIS Accession Number: OECD-1309/XAB

**Energy and Climate Change: An IEA Source Book for Kyoto and Beyond**

Organisation for Economic Co-Operation and Development, Paris (France).

Corp. Source Codes: 113787000

Report No.: ISBN 92-64-15668-2

c18 Dec 97 100p

Languages: English Document Type: Conference proceeding

Journal Announcement: GRAI9820

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NTIS Prices: PC\$33.00

Country of Publication: France

This volume, published on the eve of the crucial Kyoto Conference on Climate Change of December 1997, is designed to aid policy makers in coming to decisions that will affect the world's economy and its environment for years to come. It is also intended to serve as a ready reference for readers concerned with the vital issues of climate change. Arranged in

three readable sections, the book opens with the IEA Statement on the Energy Dimension of Climate Change. It goes on to offer the results of the International Energy Agency's 1996 World Energy Outlook, which foresees global carbon dioxide emissions growing by 50% from 1990 to 2010. Although IEA does not take a particular position on plans or targets, it emphasizes that future policies will have to be much more effective than past ones if carbon dioxide emissions are to be reduced below 1990 levels over the coming 13 years. On the positive side, Energy and Climate Change argues that future technologies will permit positive change in the long run, as new and more climate friendly power plants, industrial processes, buildings, vehicles, and equipment replace existing ones. It suggests ways in which developed and developing countries could cooperate closely in the fight against undesirable and unpredictable changes in our climate.

Descriptors: \*Energy policy; \*Climatic change; \*Environmental impacts; Air pollution control; Greenhouse gases; Emission; Carbon dioxide; Economic forecasting; Developing countries; Policy making; Economic growth; Global aspects; Economic development; International agreements; Meetings; International regulations

Identifiers: World economy; Energy; NTISOECD

Section Headings: 68A (Environmental Pollution and Control--Air Pollution and Control); 97G (Energy--Policies, Regulations, and Studies); 97R (Energy--Environmental Studies); 92E (Behavior and Society--International Relations)

9/5/22 (Item 2 from file: 6)

DIALOG(R)File 6:NTIS

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2022578 NTIS Accession Number: DE97052110/XAB

**Air quality analysis for the Western Area Power Administration's 2004 Power Marketing Plan Environmental Impact Statement**

Glantz, C. S. ; Dagle, J. E. ; Bilyard, G. R.

Battelle Pacific Northwest Labs., Richland, WA.

Corp. Source Codes: 048335000; 9512268

Sponsor: Department of Energy, Washington, DC.

Report No.: PNNL-11506

Jan 97 73p

Languages: English

Journal Announcement: GRAI9723; ERA9738

Sponsored by Department of Energy, Washington, DC.

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NTIS Prices: PC A05/MF A01

Country of Publication: United States

Contract No.: AC06-76RL01830

The Western Area Power Administration (Western) markets and transmits electric power throughout 15 western states. Western's Sierra Nevada Customer Service Region (Sierra Nevada Region) markets approximately 1,480 megawatts (MW) of firm power (plus 100 MW of seasonal peaking capacity) from the Central Valley Project (CVP) and other resources. Western's mission is to sell and deliver electricity generated from these resources. Western's capacity and energy sales must be in conformance with the laws that govern its sale of electrical power. Further, Western's hydropower operations at each facility must comply with minimum and maximum flows and other constraints set by other regulatory agencies. The Sierra Nevada Region proposes to develop a marketing plan that defines the products and services it would offer beyond the year 2004 and the eligibility and allocation criteria for its electric power resources. Because determining levels of long-term firm power resources to be marketed and subsequently entering into contracts for the delivery of related products and services could be a major Federal action with potentially significant impacts to the human environment, the 2004 Power Marketing Plan Environmental Impact Statement (2004 EIS) is being prepared. Decisions made by the Sierra Nevada Region on how and when to supply power to its customers would influence the operation of power plants within the Western Systems

Coordinating Council (WSCC). If the resources affected are thermal resources, this could in turn affect the amount, timing, and location of pollutant emissions to the air at locations throughout the western United States. This report has been produced in conjunction with the 2004 EIS to provide a more detailed discussion of the air quality implications of the 2004 power marketing plan.

Descriptors: \*Electric Power; \*Environmental Impact Statements; Air Quality; Marketing; Planning; Western Area Power Administration

Identifiers: EDB/290301; EDB/294000; NTISDE

Section Headings: 97G (Energy--Policies, Regulations, and Studies); 97K (Energy--Fuels); 97R (Energy--Environmental Studies); 68H (Environmental Pollution and Control--Environmental Impact Statements)

9/5/23 (Item 3 from file: 6)

DIALOG(R)File 6:NTIS

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1802904 NTIS Accession Number: DE94005672

Upgrade energy building standards and develop rating system for existing low-income housing

Muller, D. ; Norville, C.

Urban Consortium for Technology Initiatives, Washington, DC. Energy Task Force.

Corp. Source Codes: 090954001; 9526172;

Sponsor: Public Technology, Inc., Washington, DC (United States).; Department of Energy, Washington, DC.

Report No.: DOE/CE/27504-T9

Jul 93 125p

Languages: English

Journal Announcement: GRAI9414; ERA9425

Sponsored by Department of Energy, Washington, DC.

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NTIS Prices: PC A06/MF A02

Country of Publication: United States

Contract No.: FG02-90CE27504

The city of Memphis Division of Housing and Community Development (HCD) receives grant funding each year from the U.S. Department of Housing and Urban Development (HUD) to provide local housing assistance to low-income residents. Through the years, HCD has found that many of the program recipients have had difficulty in managing their households, particularly in meeting monthly financial obligations. One of the major operating costs to low-income households is the utility bill. Furthermore, HCD's experience has revealed that many low-income residents are simply unaware of ways to reduce their utility bill. Most of the HCD funds are distributed to low-income persons as grants or no/low interest loans for the construction or rehabilitation of single-family dwellings. With these funds, HCD builds 80 to 100 new houses and renovates about 500 homes each year. Houses constructed or renovated by HCD must meet HUD's minimum energy efficiency standards. While these minimum standards are more than adequate to meet local building codes, they are not as aggressive as the energy efficiency standards being promoted by the national utility organizations and the home building industry. Memphis Light, Gas and Water (MLGW), a city-owned utility, has developed an award-winning program named Comfort Plus which promotes energy efficiency(open quote) in new residential construction. Under Comfort Plus, MLGW models house plans on computer for a fee and recommends cost-effective alterations which improve the energy efficiency of the house. If the builder agrees to include these recommendations, MLGW will certify the house and guarantee a maximum annual heating/cooling bill for two years. While the Comfort Plus program has received recognition in the new construction market, it does not address the existing housing stock.

Descriptors: \*Low Income Groups; \*Residential Buildings; Building Codes; Energy Conservation; Energy Consumption; Energy Efficiency Standards

Identifiers: EDB/320100; EDB/290201; NTISDE

Section Headings: 97G (Energy--Policies, Regulations, and Studies); 89B (Building Industry Technology--Architectural Design and Environmental Engineering); 89E (Building Industry Technology--Building Standards and Codes)

9/5/24 (Item 4 from file: 6)

DIALOG(R)File 6:NTIS

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1770115 NTIS Accession Number: DE93502672

**Annual review and summary financial statement (United Kingdom)**

National Power, London (England).

Corp. Source Codes: 103445000; 9051097

Report No.: ETDE-GB-479

1992 24p

Languages: English

Journal Announcement: GRAI9403; ERA9401

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NTIS Prices: PC A03/MF A01

Country of Publication: United Kingdom

National Power owns and operates 35 power stations in England and Wales with a total generating capacity of 26,623 MW, of which 20,460 is coal-fired and the rest oil-fired. 89% of coal supplies have been domestic. Till now Port facilities have been constructed to increase the import of cheaper, lower sulphur content coal with the future objective of taking up to half of supplies from this source. A programme of construction of combined cycle gas turbine (CCGT) stations is underway, with two already being built, planning consent for a third having been obtained and applications submitted for a further two. Supplies of North Sea gas at economic prices have been secured for the next five years. Applications to burn the competitively priced fuel orimulsion at two stations are still being evaluated. Apart from the move to low sulphur coal and the low emission CCGT stations, other major initiatives are being taken to protect the environment in the course of power generation. These include : the installation of flue gas desulphurisation equipment at the largest power station, Drax; investment in special burners to reduce nitrogen oxide emissions; installing of equipment to reduce dust emissions at the largest stations; promotion of energy efficiency encouraging the development of wind power and the conversion of domestic waste into electricity . A summary financial statement is appended to the review showing a pre-tax profit of Pound 514 M for 1991/92, an increase of 18% on 1990/91. (Author)

Descriptors: \*Electric Utilities; \*United Kingdom; Air Pollution Abatement; Coal; Combined-Cycle Power Plants; Financial Data; Fossil-Fuel Power Plants; Gas Turbines; Natural Gas; Petroleum; Power Generation; Reviews; Tables(data)

Identifiers: \*Foreign technology; EDB/200600; EDB/290600; EDB/014000; NTISDEE

Section Headings: 97I (Energy--Electric Power Production); 97G (Energy--Policies, Regulations, and Studies); 97K (Energy--Fuels)

9/5/25 (Item 5 from file: 6)

DIALOG(R)File 6:NTIS

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1702387 NTIS Accession Number: DE93001929

**C&RE-SLC: Database for conservation and renewable energy activities**

Cavallo, J. D. ; Tompkins, M. M. ; Fisher, A. G.

Argonne National Lab., IL. Environmental Assessment and Information Sciences Div.

Corp. Source Codes: 001960029; 9526936

Sponsor: Department of Energy, Washington, DC.

Report No.: ANL/EAIS/TM-76

Aug 92 11p

Languages: English

Journal Announcement: GRAI9307; ERA9310

Sponsored by Department of Energy, Washington, DC.

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NTIS Prices: PC A03/MF A01

Country of Publication: United States

Contract No.: W-31109-ENG-38

The Western Area Power Administration (Western) requires all its long-term power customers to implement programs that promote the conservation of electric energy or facilitate the use of renewable energy resources. The hope is that these measures could significantly reduce the amount of environmental damage associated with electricity production. As part of preparing the environmental impact statement for Western's

**Electric Power Marketing** Program, Argonne National Laboratory constructed a database of the conservation and renewable energy activities in which Western's Salt Lake City customers are involved. The database provides information on types of conservation and renewable energy activities and allows for comparisons of activities being conducted at different utilities in the Salt Lake City region. Sorting the database allows Western's Salt Lake City customers to be classified so the various activities offered by different classes of utilities can be identified; for example, comparisons can be made between municipal utilities and cooperatives or between large and small customers. The information included in the database was collected from customer planning documents in the files of Western's Salt Lake City office.

Descriptors: \*Energy Consumption; \*Renewable Energy Sources; Cogeneration; Compiled Data; Data Compilation; Electric Power; Energy Conservation; Energy Efficiency; Environmental Impacts; Load Management; Tables(Data)

Identifiers: EDB/296000; EDB/320301; EDB/298000; EDB/990301; NTISDE

Section Headings: 97G (Energy--Policies, Regulations, and Studies); 97R (Energy--Environmental Studies); 88B (Library and Information Sciences--Information Systems)

9/5/26 (Item 6 from file: 6)

DIALOG(R)File 6:NTIS

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1283980 NTIS Accession Number: PB87-140398

**U.S. Supermarkets: Characteristics and Services**

(Agriculture information bulletin)

Price, C. C. ; Newton, D. J.

Economic Research Service, Washington, DC. National Economics Div.

Corp. Source Codes: 010371015

Report No.: USDA/AIB-502

Nov 86 30p

Languages: English

Journal Announcement: GRAI8708

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NTIS Prices: PC A03/MF A01

Country of Publication: United States

Fewer but larger stores than a decade ago characterize the U.S. supermarket industry. The conventional store size of 10,000 to 30,000 square feet (ft<sup>2</sup>) is being succeeded by superstores of 30,000 to 50,000 ft<sup>2</sup>. Format, size, sales volume, location, operating hours, and services are changing to meet the needs of the consumer. Coupon redemption was the most popular service offered by supermarkets. Utility bill payments were the least popular. Twenty-nine percent of stores in a 1982 nationwide supermarket price survey were open longer than 15 hours per day, with 42 percent of these open 24 hours.

Descriptors: \*Marketing; \*Consumers; Characteristics; Services; Industries; Sales; Supplies; Billing; Operations; Payment; Prices; Sites;

Surveys; Position(Location); United States; Economic analysis  
Identifiers: \*Supermarkets; Superstores; Layout; NTISAGERS  
Section Headings: 96A (Business and Economics--Domestic Commerce,  
Marketing, and Economics)

9/5/27 (Item 7 from file: 6)

DIALOG(R)File 6:NTIS  
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1078437 NTIS Accession Number: AD-A135 266/5

**Public Water Supply, Red River Parish, Louisiana**

(Final environmental impact statement)

Army Engineer District, New Orleans, LA.

Corp. Source Codes: 002588000; 401424

Apr 82 264p

Languages: English

Journal Announcement: GRAI8405

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NTIS Prices: PC A12/MF A01

Country of Publication: United States

Red River Parish, located in northwest Louisiana, is without an adequate supply of good quality potable water. This Environmental Impact Statement addresses alternatives which would produce a new source of water and a resulting increase in economy through new industry and residential growth. From a total of 11 alternatives considered, two alternatives were considered by the U.S. Corps of Engineers to be reasonable alternatives. The two reasonable alternatives discussed in this Environmental Impact Statement are: (1) withdrawal of water and the construction of a transmission pipeline from the Red River and (2) a reservoir built on the Grand Bayou near Coushatta, Red River Parish, and the construction of a transmission pipeline from the reservoir. The permit application is for a Section 404 permit. This Final Environmental Impact Statement covers the proposed work advertised by public notice LMNOD-SP(Grand Bayou) 132, dated 27 December 1977. The Draft Environmental Impact Statement was officially filed with the Environmental Impact Statement was officially filed with the Environmental Protection Agency on 19 March 1981 and the Notice of Availability appeared in the Federal Register dated 27 March 1981 on page 19074.

Descriptors: \*Water supplies; \*Environmental impact statements-final; Hydrology; Louisiana; Sources; Rivers; Streams; Reservoirs; Water wells; Water quality; Feasibility studies

Identifiers: Red River Parish; NTISDODXA

Section Headings: 68H (Environmental Pollution and Control--Environmental Impact Statements); 48B (Natural Resources and Earth Sciences--Natural Resource Management)

9/5/28 (Item 8 from file: 6)

DIALOG(R)File 6:NTIS  
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1027700 NTIS Accession Number: PB83-185785

**Community Control Model. Case Study**

Inquilinos Boricuas en Accion, Boston, CA.

Corp. Source Codes: 077732000

Sponsor: Department of Housing and Urban Development, Washington, DC.

Report No.: HUD-0002738

Jun 79 69p

Languages: English

Journal Announcement: GRAI8314

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NTIS Prices: PC A04/MF A01

Country of Publication: United States

Contract No.: HUD-H-4370

This report describes the Inquilinos Boricuas en Accion (IBA), its initial and current structure, its impact on the mostly Puerto Rican sector of the southend Boston neighborhood in Massachusetts where it operates, and its potential replicability. IBA organized in the late 1960's to express resident opposition to urban renewal plans that would have resulted in neighborhood destruction and resident displacement. An acceptable redevelopment program was negotiated and IBA was incorporated to implement the proposal. IBA has since become Boston's and New England's largest Hispanic - controlled private nonprofit organization. Through a corporation affiliate, it has handled the planning, financing, construction, and management of five housing developments in the area. In addition, IBA runs a series of community - oriented programs: social services to families and the elderly, day care for toddlers, residential security, community organization for crime prevention, cultural and educational organizations (including a small cable TV station), and commercial development and technical assistance. The agency also helps offer sports activities and other diversified community events. In addition, it has provided 80 permanent jobs, paid three 40 - year mortgages valued over \$8 million, paid \$200,000 in real estate taxes, as well as utility and insurance bills, and hired small contractors. IBA can be considered an experiment in tenant - controlled comprehensive community development. It represents a model of development for low and moderate income housing as an antidisplacement effort in a rapidly gentrifying inner city neighborhood. Tabular data are given.

Descriptors: \*Community development; \*Minority groups; Massachusetts; Rehabilitation; Services; Urban renewal; Elderly persons; Security; Employment; Crime prevention

Identifiers: Boston(Massachusetts); NTISHUDPDR

Section Headings: 91E (Urban and Regional Technology and Development--Housing)

9/5/29 (Item 9 from file: 6)

DIALOG(R)File 6:NTIS

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1008178 NTIS Accession Number: DE82903950

Report of the Special Solar Energy Advisory Committee. Research Report  
No. 190

Swain, D. W. ; Kubala, L. ; Sims, R.

Kentucky Legislative Research Commission, Frankfort.

Corp. Source Codes: 063996000; 9506589

Report No.: NP-2903950

Dec 81 100p

Languages: English

Journal Announcement: GRAI8308; NSA0700

Portions of document are illegible.

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NTIS Prices: PC A05/MF A01

Country of Publication: United States

A Special Solar Energy Advisory Committee was appointed to: determine the potential for solar/renewable energy resources in Kentucky; oversee for the Kentucky General Assembly the development of solar in the state; design a state plan; and produce a study report with legislative recommendations. After a brief discussion of the need for solar energy, the use of renewable energy technologies in Kentucky is reviewed and the feasibility and economic impact of solar applications are examined. The federal solar program is briefly described and the need for a state plan is discussed. Other resources for use in developing and promoting solar and renewable energy are briefly discussed. Strategies are examined for promoting solar and renewable energy, including tax incentives, research, development, education and information. Also discussed are institutional barriers and

incentives. Legislative proposals are made, including a tax credit bill , alternate energy development projects, and solar access. Resolutions are recommended to extend the tenure of the Special Solar Energy Advisory Committee, to support a strong energy conservation ethic in purchasing and bidding regulations, and to study the feasibility of implementing the Residential Conservation Service Plan and the Public Utilities Regulatory Policies Act and methods to assure non-discrimination in utility rate structures for users of renewable energy. (ERA citation 07:053281)

Descriptors: \*Solar energy; \*Kentucky; Feasibility studies; Economic impact; Legislation; Tax credits; Research programs; Education; Public information; Constraints; Legal incentives; Solar access; Building codes; Insurance; Financing; Zoning; Energy conservation; Public utility regulatory policies act; Wood fuels; Alcohol fuels; Hydroelectric power; Wind power

Identifiers: ERDA/140400; ERDA/299001; NTISDEE

Section Headings: 70F (Administration and Management--Public Administration and Government); 97N (Energy--Solar Energy); 43E (Problem Solving Information for State and Local Governments--Energy)

9/5/30 (Item 10 from file: 6)

DIALOG(R)File 6:NTIS

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0883154 NTIS Accession Number: DOE/RG-0039/XAB

**Low-Income Energy Assistance Programs: A Profile of Need and Policy Options**

Department of Energy, Washington, DC. Economic Regulatory Administration.

Corp. Source Codes: 052661122; 9506128

Jul 80 86p

Languages: English

Journal Announcement: GRAI8113; NSA0600

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NTIS Prices: PC A05/MF A01

Country of Publication: United States

This second report of the Fuel Oil Marketing Advisory Committee (FOMAC) of DOE is twofold: to update information on the energy needs of low-income persons and governmental response to such needs; and to emphasize the need for energy-conservation programs that may alleviate the enormous financial burden placed on low-income people by rising energy prices. FOMAC has continued to develop further and refine its initial energy-conservation recommendations. Mainly, the updated assessment document finds that the poor will expend at least 35% of their income directly on energy and will spend at least 21% of their income on household energy. Other economic impacts of rising energy costs on low-income groups are summarized. Appropriations and stipulations by Congress to aid the lo-income people are reviewed. After careful review of various program designs, FOMAC continues to support the income indexing/vendor line of credit approach. This design provides assistance to eligible households based on: energy needed, cost of fuel, and percentage of income. The cost of implementing the FOMAC design nationally would, according to estimates, range from \$3.5 to \$4.6 billion for the 1980-1981 winter heating season. A figure of \$1.6 to \$2.2 billion is being discussed in the Congress. Meeting the ongoing energy needs of the poor will require a coherent national policy which consists of aid in paying energy bills and aid in the poor's effort to conserve energy. The report seeks to promote such policies. Needs assessment, government response, FOMAC model, comments on the programs, projected cost of 1980-1981 Energy Assistance Program, need for conservation programs, and program financing are discussed. (ERA citation 06:007801)

Descriptors: \*Energy policy; \*Energy supplies; \*Households; \*Low income groups; Economic impact; Economics; Education; Energy conservation; Federal assistance programs; Financial data; Fuels; Inflation; Prices; Public policy

Identifiers: ERDA/290200; ERDA/293000; NTISDE

Section Headings: 97G (Energy--Policies, Regulations, and Studies); 92C

. 9/5/31 (Item 11 from file: 6)

DIALOG(R)File 6:NTIS

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0749390 NTIS Accession Number: ORNL/CON-31/XAB

**Regional Analysis of Residential Water Heating Options: Energy Use and Economics**

O'Neal, D. ; Carney, J. ; Hirst, E.

Oak Ridge National Lab., TN.

Corp. Source Codes: 4832000

Sponsor: Department of Energy.

Oct 78 64p

Languages: English

Journal Announcement: GRAI7911; NSA0400

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NTIS Prices: PC A04/MF A01

Contract No.: W-7405-ENG-26

This report evaluates the energy and **direct** economic effects of introducing improved electric-water-heating systems to the residential **market**. These systems are: electric heat pumps offered in 1981, solar systems offered in 1977, and solar systems offered in 1977 with a Federal tax credit in effect from 1977 through 1984. The ORNL residential energy model is used to calculate energy savings by type of fuel for each system in each of the ten Federal regions and for the nation as a whole for each year between 1977 and 2000. Changes in annual fuel **bills** and capital costs for **water** heaters are also computed at the same level of detail. Model results suggest that heat-pump water heaters are likely to **offer** much larger energy and economic benefits than will solar systems, even with tax credits. This is because heat pumps provide about the same savings in electricity for water heating (about half) at a much lower capital cost (\$700 to \$2000) than do solar systems. However, these results are based on highly uncertain estimates of future performance and cost characteristics for both heat pump and solar systems. The cumulative national energy saving by the year 2000 due to commercialization of heat-pump water heaters in 1981 is estimated to be 1.5 QBtu. Solar-energy benefits are about half this much without tax credits and two-thirds as much with tax credits. The net economic benefit to households of heat-pump water heaters (present worth of fuel bill reductions less the present worth of extra costs for more-efficient systems) is estimated to be \$640 million. Again, the solar benefits are much less. (ERA citation 04:008405)

Descriptors: \*Residential sector; \*Solar water heaters; \*Water heaters; Commercialization; Comparative evaluations; Cost benefit analysis; Economics; Electric appliances; Energy consumption; Energy models; Evaluation; Financial incentives; Heat pumps; Heating; Hot water; Performance; Regional analysis; USA; Water

Identifiers: ERDA/291000; ERDA/290100; ERDA/320101; Hot water heating; NTISDE

Section Headings: 97J (Energy--Heating and Cooling Systems); 89B (Building Industry Technology--Architectural Design and Environmental Engineering)

9/5/32 (Item 1 from file: 99)

DIALOG(R)File 99:Wilson Appl. Sci & Tech Abs

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1396332 H.W. WILSON RECORD NUMBER: BAST96059517

**British Gas: get into Goldfish**

Knott, David;

Oil & Gas Journal v. 94 (Sept. 23 '96) p. 38

DOCUMENT TYPE: Feature Article ISSN: 0030-1388 LANGUAGE: English

RECORD STATUS: Corrected or revised record

**ABSTRACT:** British Gas plc has established a consumer joint venture with HFC Bank plc, a subsidiary of U.S. **finance** company Household International Inc. The joint-venture, called Goldbrand Development Ltd., has introduced a new credit card in an attempt to compete with high-profile cards issued by traditional banks. The card is called Goldfish, and its novel enticement to consumers is that users can gain points for money spent with the card that can be credited against the user's **gas bill**, reducing a typical home's gas costs by as much as 20 percent. A British Gas official said that the loss of gas customers to new rivals forced the firm to seek other areas where it can get a return on investments. The Goldfish credit card is being introduced with a six-month, 10 million TV and press **advertising** campaign.

**DESCRIPTORS:** Credit cards; British Gas plc;

9/5/33 (Item 2 from file: 99)  
DIALOG(R)File 99:Wilson Appl. Sci & Tech Abs  
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1161020 H.W. WILSON RECORD NUMBER: BAST94029606  
**Power-purchasing co-ops could help fabricators compete interstate**  
Kuvin, Brad;  
Welding Design & Fabrication v. 67 (Apr. '94) p. 6  
DOCUMENT TYPE: Feature Article ISSN: 0043-2253 LANGUAGE: English  
RECORD STATUS: New record

**ABSTRACT:** Power-purchasing alliances could help metal fabricators compete for power on an interstate basis. A significant part of a National Energy Strategy **bill** package that began a tour of Congress in late 1991 called for easing access to the power-transmission system to **promote** interstate competition among power suppliers. On the plus side, this policy promises huge benefits to customers, especially the larger customers with big blocks of buying power. On the negative side, this scenario may force power companies to raise rates for small, less influential customers. If faced with this situation, small customers are likely to form power-purchasing alliances.

**DESCRIPTORS:** Cooperative associations; Power cost; Electric utilities-- Purchasing;

Set	Items	Description
S1	391	(POWER? OR LIGHT? OR ENERG? OR ELECTRIC? OR UTILIT? OR TEL- EPHON? OR PHON? OR WATER? OR MORTGAGE? OR GAS) (4N) (STATEMENT? OR BILL? ? OR INVOICE?)
S2	2	S1 (4N) (ADVERT? OR PROMOT? OR COUPON? OR OFFER OR AD? ?)
S3	0	S2 (S) (DATABASE? OR DIRECT? OR TARGET?) (4N) (MARKET? OR SA- LES? OR SELLING)
S4	0	S2 AND (DATABASE? OR DIRECT? OR TARGET?) (3N) (MARKET? OR SA- LES? OR SELLING)
S5	0	S2(S) (AGE? OR MARITAL? OR FAMILY OR FINANC? OR LOCAT? OR (- ZIP OR POSTAL) ()CODE? OR PURCHAS? OR ASSET? OR LIABIL? OR EQU- IT?)
S6	63	S1(S) (AGE? OR MARITAL? OR FAMILY OR FINANC? OR LOCAT? OR (- ZIP OR POSTAL) ()CODE? OR PURCHAS? OR ASSET? OR LIABIL? OR EQU- IT?)
S7	12	S6(S) (ADVERT? OR AD? ? OR SELLING? OR SALES OR MARKET? OR - TARGET? OR COUPON? OR OFFER?)
S8	14	S2 OR S7
S9	14	S8 NOT AD>970415

File 348:European Patents 1978-1998/Oct W42  
(c) 1998 European Patent Office

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DIALOG(R)File 348:European Patents  
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00930010

ORDER fax of complete patent from Dialog SourceOne. See HELP ORDER 348

**Method and system for performing money transactions**

**Verfahren und System zur Durchfuhrung von Geldtransaktionen**

**Methode et systeme pour effectuer des transactions monetaires**

PATENT ASSIGNEE:

Nixu Oy, (2239860), Pasilankatu 4 B, 00240 Helsinki, (FI), (applicant  
designated states: BE;DE;FI;FR;GB;IT;NL;SE)

INVENTOR:

Nikander, Pekka, Suvannontie 12 A 1, 00510 Helsinki, (FI)

LEGAL REPRESENTATIVE:

Laako, Tero Jussi (81951), Berggren Oy Ab P.O. Box 16, 00101 Helsinki,  
(FI)

PATENT (CC, No, Kind, Date): EP 848361 A1 980617 (Basic)

APPLICATION (CC, No, Date): EP 96660098 961213;

PRIORITY (CC, No, Date): EP 96660098 961213

DESIGNATED STATES: BE; DE; FI; FR; GB; IT; NL; SE

INTERNATIONAL PATENT CLASS: G07F-007/10; G07F-007/08; H04L-029/06;

ABSTRACT EP 848361 A1

The present invention relates to electronic monetary systems in general, and in particular to measures for making their use easier for an average user. The present invention is based on the idea that the use of electronic money is greatly simplified for a non-expert user, if the Internet Service Provider of the user takes care of the payments, and adds corresponding charges on the user's telephone bill. Such functionality requires the intervention of the ISP in the transmissions between a user and a third party, i.e. intercepting the electronic payment requests sent by a merchant. According to the present invention, the ISP uses electronic money on behalf of the user, and charges the payments on the user's telephone bill. The ISP can take care of all technical details necessary for obtaining different forms of electronic money in a centralized manner, and all users of the ISP can use the electronic money obtained by the ISP simply by allowing the ISP to add corresponding charges to their telephone bills. Further, the ISP can obtain all major forms of electronic money, whereafter a user can choose the most economical way of payment, if a merchant accepts payments in more than one form of electronic money.

ABSTRACT WORD COUNT: 204

LEGAL STATUS (Type, Pub Date, Kind, Text):

Application: 980617 A1 Published application (A1with Search Report  
;A2without Search Report)

Examination: 980617 A1 Date of filing of request for examination:  
980312

Examination: 980701 A1 Date of despatch of first examination report:  
980514

LANGUAGE (Publication,Procedural,Application): English; English; English

FULLTEXT AVAILABILITY:

Available Text	Language	Update	Word Count
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CLAIMS A	(English)	9825	496
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SPEC A	(English)	9825	8226
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Total word count - document A		8722	
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Total word count - document B		0	
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Total word count - documents A + B		8722	
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9/5/2

DIALOG(R)File 348:European Patents  
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00891439

ORDER fax of complete patent from Dialog SourceOne. See HELP ORDER 348

**Method and apparatus for discriminating, authenticating and/or counting**

documents  
Verfahren und Gerat zur Dokumentenerkennung, Authentifizierung und/oder  
Zahlung  
Methode et dispositif de tri, d'authentification et de comptage de  
documents

PATENT ASSIGNEE:  
CUMMINS-ALLISON CORPORATION, (608580), 891, Feehanville Drive, Mount  
Prospect Illinois 60056, (US), (applicant designated states: DE;FR;GB)

INVENTOR:  
Graves, Bradford T., 3952 Newport Way, Arlington Heights, IL 60005, (US)  
Jones, William J., 631 Brier, Kennilworth, IL 60043, (US)  
Munro, Mark C., 736 Parkwood Avenue, Park Ridge, IL 60068, (US)  
Jones, John E., 43 Long Meadow, Winnetka, IL 60043, (US)  
Csulits, Frank M., 18192 Banbury Drive, Gurnee, IL 60031, (US)  
Mennie, Douglas U., 229 Wood Street, Barrington, IL 60010, (US)

LEGAL REPRESENTATIVE:  
Grunecker, Kinkeldey, Stockmair & Schwanhausser Anwaltssozietat (100721)  
, Maximilianstrasse 58, 80538 Munchen, (DE)

PATENT (CC, No, Kind, Date): EP 814439 A2 971229 (Basic)  
EP 814439 A3 980204

APPLICATION (CC, No, Date): EP 97116652 950907;

PRIORITY (CC, No, Date): US 317349 941004; US 340031 941114; PC US 950308;  
US 494091 950623; US 505773 950721; US 522173 950831

DESIGNATED STATES: DE; FR; GB

INTERNATIONAL PATENT CLASS: G07D-007/00;

ABSTRACT EP 814439 A2  
A currency counting and discrimination machine for currency bills  
comprises a sensing device for scanning and counting the bills, a  
controller coupled to the sensing device, a transport mechanism  
transporting the bills on a transport path, means for detecting when a  
currency bill is jammed along said transport path and providing a jam  
signal to the controller which interrupts the operation of said transport  
mechanism in response to a jam signal, and means for adjusting a portion  
of the transport mechanism to release the jammed bill in said transport  
mechanism.

ABSTRACT WORD COUNT: 91

LEGAL STATUS (Type, Pub Date, Kind, Text):  
Application: 971229 A2 Published application (A1with Search Report  
;A2without Search Report)  
Examination: 971229 A2 Date of filing of request for examination:  
970924  
Search Report: 980204 A3 Separate publication of the European or  
International search report

LANGUAGE (Publication,Procedural,Application): English; English; English

FULLTEXT AVAILABILITY:

Available Text	Language	Update	Word Count
CLAIMS A	(English)	9712W3	868
SPEC A	(English)	9712W3	25850
Total word count - document A			26718
Total word count - document B			0
Total word count - documents A + B			26718

9/5/3  
DIALOG(R)File 348:European Patents  
(c) 1998 European Patent Office. All rts. reserv.

00891438  
ORDER fax of complete patent from Dialog SourceOne. See HELP ORDER 348  
Method and apparatus for discriminating, authenticating and/or counting  
documents  
Verfahren und Gerat zur Dokumentenerkennung, Authentifizierung und/oder  
Zahlung  
Methode et dispositif de tri, d'authentification et de comptage de  
documents

PATENT ASSIGNEE:

CUMMINS-ALLISON CORPORATION, (608580), 891, Feehanville Drive, Mount Prospect Illinois 60056, (US), (applicant designated states: DE;FR;GB)  
INVENTOR:

Graves, Bradford T., 3952 Newport Way, Arlington Heights, IL 60005, (US)  
Jones, William J., 631 Brier, Kennilworth, IL 60043, (US)  
Munro, Mark C., 736 Parkwood Avenue, Park Ridge, IL 60068, (US)  
Jones, John E., 43 Long Meadow, Winnetka, IL 60043, (US)  
Csulits, Frank M., 18192 Banbury Drive, Gurnee, IL 60031, (US)  
Mennie, Douglas U., 229 Wood Street, Barrington, IL 60010, (US)

LEGAL REPRESENTATIVE:

Grunecker, Kinkeldey, Stockmair & Schwanhausser Anwaltssozietat (100721)  
, Maximilianstrasse 58, 80538 Munchen, (DE)

PATENT (CC, No, Kind, Date): EP 814438 A2 971229 (Basic)  
EP 814438 A3 980204

APPLICATION (CC, No, Date): EP 97116645 950907;

PRIORITY (CC, No, Date): US 317349 941004; US 340031 941114; PC US 950308;  
US 494091 950623; US 505773 950721; US 522173 950831

DESIGNATED STATES: DE; FR; GB

INTERNATIONAL PATENT CLASS: G07D-007/00;

ABSTRACT EP 814438 A2

A device for authenticating documents comprises an ultraviolet light source for illuminating the document, an ultraviolet light detector responsive to ultraviolet light reflected by the document, means for selecting one of a plurality of sensitivity settings each having a reference signal associated therewith, and a signal processor receiving said ultraviolet light detector output signal and determining the authenticity of the document based upon the output signal, said signal processor determining the authenticity of the document by comparing the output signal to the reference signal associated with said one of said plurality of sensitivity settings selected by the selecting means.

ABSTRACT WORD COUNT: 100

LEGAL STATUS (Type, Pub Date, Kind, Text):

Application: 971229 A2 Published application (A1with Search Report  
;A2without Search Report)

Examination: 971229 A2 Date of filing of request for examination:  
970924

Search Report: 980204 A3 Separate publication of the European or  
International search report

LANGUAGE (Publication, Procedural, Application): English; English; English

FULLTEXT AVAILABILITY:

Available Text	Language	Update	Word Count
CLAIMS A	(English)	9712W3	803
SPEC A	(English)	9712W3	25849
Total word count - document A			26652
Total word count - document B			0
Total word count - documents A + B			26652

9/5/4

DIALOG(R)File 348:European Patents  
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00891437

ORDER fax of complete patent from Dialog SourceOne. See HELP ORDER 348  
Method and apparatus for discriminating, authenticating and/or counting  
documents

Verfahren und Gerat zur Dokumentenerkennung, Authentifizierung und/oder  
Zahlung

Methode et dispositif de tri, d'authentification et de comptage de  
documents

PATENT ASSIGNEE:

CUMMINS-ALLISON CORPORATION, (608580), 891, Feehanville Drive, Mount  
Prospect Illinois 60056, (US), (applicant designated states: DE;FR;GB)

INVENTOR:

Graves, Bradford T., 3952 Newport Way, Arlington Heights, IL 60005, (US)  
Jones, William J., 631 Brier, Kennilworth, IL 60043, (US)

Munro, Mark C., 736 Parkwood Avenue, Park Ridge, IL 60068, (US)  
Jones, John E., 43 Long Meadow, Winnetka, IL 60043, (US)  
Csulits, Frank M., 18192 Banbury Drive, Gurnee, IL 60031, (US)  
Mennie, Douglas U., 229 Wood Street, Barrington, IL 60010, (US)

LEGAL REPRESENTATIVE:

Grunecker, Kinkeldey, Stockmair & Schwanhausser Anwaltssozietat (100721)  
, Maximilianstrasse 58, 80538 Munchen, (DE)

PATENT (CC, No, Kind, Date): EP 814437 A2 971229 (Basic)  
EP 814437 A3 980204

APPLICATION (CC, No, Date): EP 97116644 950907;

PRIORITY (CC, No, Date): US 317349 941004; US 340031 941114; PC US 950308;  
US 494091 950623; US 505773 950721; US 522173 950831

DESIGNATED STATES: DE; FR; GB

INTERNATIONAL PATENT CLASS: G07D-007/00;

ABSTRACT EP 814437 A2

The currency evaluation device comprises a discriminating unit for detecting information from and evaluating currency bills, a control panel including a touch screen for displaying the information concerning the bills and for receiving operational instructions from an operator, and a controller for coupling said touch screen to the discriminating unit, said controller causing said evaluation device to operate in a plurality of modes in response to the operational instructions input by the operator.

ABSTRACT WORD COUNT: 74

LEGAL STATUS (Type, Pub Date, Kind, Text):

Application: 971229 A2 Published application (A1with Search Report  
;A2without Search Report)

Examination: 971229 A2 Date of filing of request for examination:  
970924

Search Report: 980204 A3 Separate publication of the European or  
International search report

LANGUAGE (Publication, Procedural, Application): English; English; English

FULLTEXT AVAILABILITY:

Available Text	Language	Update	Word Count
CLAIMS A	(English)	9712W3	407
SPEC A	(English)	9712W3	25846
Total word count - document A			26253
Total word count - document B			0
Total word count - documents A + B			26253

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DIALOG(R)File 348:European Patents  
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00882427

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Method and apparatus for discriminating and counting documents

Verfahren und Apparat zum Unterscheiden und Zählen von Dokumenten

Procede et appareil pour identifier et compter des documents

PATENT ASSIGNEE:

CUMMINS-ALLISON CORPORATION, (608580), 891, Feehanville Drive, Mount  
Prospect Illinois 60056, (US), (applicant designated states:  
BE;DE;FR;GB;IT;NL)

INVENTOR:

Graves, Bradford T., 3952 Newport Way, Arlington Heights, IL 60004, (US)  
Mazur, Richard A., 150 Culpepper Drive, Naperville, IL 60540, (US)  
Mennie, Douglas U., 229 Wood Street, Barrington, IL 60010, (US)  
Jones, William J., 631 Brier, Kenilworth, IL 60043, (US)  
Raterman, Donald E., 1345 Carol Lane, Deerfield, IL 60015, (US)  
Stromme, Lars R., 2403 East Olive Street, Arlington Heights, IL 60004,  
(US)

Bauch, Aaron M., 36 Buckingham Meadow, East Setauket, NY 11733, (US)  
Csulits, Frank M., 18192 Banbury Drive, Gurnee, IL 60031, (US)  
Jones, John E., 43 Ling Meadow, Winnetka, IL 60043, (US)  
Shreiter, Heinz W., 8049 N. Tripp Avenue, Skokie, IL 60076, (US)

Munro, Mark C., 736 Parkwood Avenue, Park Ridge, IL 60068, (US)  
LEGAL REPRESENTATIVE:

Grunecker, Kinkeldey, Stockmair & Schwanhausser Anwaltssozietat (100721)  
, Maximilianstrasse 58, 80538 Munchen, (DE)

PATENT (CC, No, Kind, Date): EP 807905 A2 971119 (Basic)  
EP 807905 A3 971217

APPLICATION (CC, No, Date): EP 97113396 950308;

PRIORITY (CC, No, Date): US 207592 940308; US 219093 940329; US 226660  
940412; US 243807 940516; US 287882 940809; US 317349 941004; US 340031  
941114; US 362848 941222; US 394752 950227; US 399854 950307

DESIGNATED STATES: BE; DE; FR; GB; IT; NL

INTERNATIONAL PATENT CLASS: G07D-007/00;

#### ABSTRACT EP 807905 A3

A currency counting and discrimination device for receiving a stack of currency bills comprises an input receptacle for receiving a stack of currency bills, a discriminating unit for discriminating said currency bills as having one or more denominations, an output receptacle for receiving the currency bills after being discriminated and a transport mechanism transporting said currency bills, one at a time, from said input receptacle past said discriminating unit and to said output receptacle, said transport mechanism comprising stripping means for stripping the lowermost bill from a stack of bills in the input receptacle.

ABSTRACT WORD COUNT: 95

#### LEGAL STATUS (Type, Pub Date, Kind, Text):

Application: 971119 A2 Published application (A1with Search Report  
;A2without Search Report)

Examination: 971119 A2 Date of filing of request for examination:  
970804

Search Report: 971217 A3 Separate publication of the European or  
International search report

LANGUAGE (Publication, Procedural, Application): English; English; English

#### FULLTEXT AVAILABILITY:

Available Text	Language	Update	Word Count
CLAIMS A	(English)	9711W2	836
SPEC A	(English)	9711W2	14044
Total word count - document A			14880
Total word count - document B			0
Total word count - documents A + B			14880

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DIALOG(R)File 348:European Patents  
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00879195

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Method and apparatus for discriminating and counting documents

Verfahren und Apparat zum Erkennen und Zählen von Dokumenten

Procede et appareil pour identifier et compter des documents

PATENT ASSIGNEE:

CUMMINS-ALLISON CORPORATION, (608580), 891, Feehanville Drive, Mount  
Prospect Illinois 60056, (US), (applicant designated states:  
BE;DE;FR;GB;IT;NL)

INVENTOR:

Graves, Bradford T., 3952 Newport Way, Arlington Heights, IL 60004, (US)  
Mazur, Richard A., 150 Culpepper Drive, Naperville, IL 60540, (US)  
Mennie, Douglas U., 229 Wood Street, Barrington, IL 60010, (US)  
Jones, William J., 631 Brier, Kenilworth, IL 60043, (US)  
Raterman, Donald E., 1345 Carol Lane, Deerfield, IL 60015, (US)  
Stromme, Lars R., 2403 East Olive Street, Arlington Heights, IL 60004,  
(US)

Bauch, Aaron M., 36 Buckingham Meadow, East Setauket, NY 11733, (US)  
Csulits, Frank M., 18192 Banbury Drive, Gurnee, IL 60031, (US)  
Jones, John E., 43 Long Meadow, Winnetka, IL 60043, (US)  
Shreiter, Heinz W., 8049 N. Tripp Avenue, Skokie, IL 60076, (US)

Munro, Mark C., 736 Parkwood Avenue, Park Ridge, IL 60068, (US)  
LEGAL REPRESENTATIVE:  
Grunecker, Kinkeldey, Stockmair & Schwanhausser Anwaltssozietat (100721)  
, Maximilianstrasse 58, 80538 Munchen, (DE)  
PATENT (CC, No, Kind, Date): EP 805408 A2 971105 (Basic)  
EP 805408 A3 971217  
APPLICATION (CC, No, Date): EP 97113399 950308;  
PRIORITY (CC, No, Date): US 207592 940308; US 219093 940329; US 226660  
940412; US 243807 940516; US 287882 940809; US 317349 941004; US 340031  
941114; US 362848 941222; US 394752 950227; US 399854 950307  
DESIGNATED STATES: BE; DE; FR; GB; IT; NL  
INTERNATIONAL PATENT CLASS: G06K-009/00; G06K-007/10; G07D-007/00;

ABSTRACT EP 805408 A2

A currency identification system comprises at least two scanheads positioned so as to permit scanning of a bill along at least two segments on a first side of said bill, said first-side scanheads being capable of detecting characteristic information from said bill along said segments and generating corresponding output signals representing variations in the detected characteristic information from which scanned patterns of characteristic information may be generated, at least two of said scanheads being laterally displaced relative to one another, means for generating at least one scan pattern from said output signals, said at least one scanned pattern representing analog variations in said characteristic information along a segment of said bill, a memory for storing at least one master pattern associated with each genuine bill which the system is capable of identifying, said at least one master pattern representing analog variations in characteristic information along a segment of an associated genuine bill, and a signal process means for performing a pattern comparison.

ABSTRACT WORD COUNT: 163

LEGAL STATUS (Type, Pub Date, Kind, Text):

Application: 971105 A2 Published application (A1with Search Report  
;A2without Search Report)

Examination: 971105 A2 Date of filing of request for examination:  
970804

Search Report: 971217 A3 Separate publication of the European or  
International search report

Change: 980121 A2 Inventor (change)

LANGUAGE (Publication,Procedural,Application): English; English; English

FULLTEXT AVAILABILITY:

Available Text	Language	Update	Word Count
CLAIMS A	(English)	9710W5	1676
SPEC A	(English)	9710W5	52208
Total word count - document A			53884
Total word count - document B			0
Total word count - documents A + B			53884

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DIALOG(R)File 348:European Patents  
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00872736

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Selective flexographic printing

Selektives flexographisches Drucken

Impression flexographique selective

PATENT ASSIGNEE:

MOORE BUSINESS FORMS, INC., (201569), 300 Lang Boulevard, Grand Island  
New York 14072-1697, (US), (applicant designated states:  
CH;DE;DK;ES;FR;GB;IT;LI;NL;PT;SE)

INVENTOR:

Hart, Philip T., 93 Ebling Avenue, Tonawanda, New York 14150, (US)

Harrod, Jimmie A., 101 Amberwood Drive, Grand Island, New York 14072,  
(US)

Haan, Henk, 8635 Lozina Drive, Niagara Fall, New York 14304, (US)

**LEGAL REPRESENTATIVE:**

Spence, Anne et al (36205), FRY HEATH & SPENCE The Old College 53 High Street, Horley Surrey RH6 7BN, (GB)  
PATENT (CC, No, Kind, Date): EP 799694 A2 971008 (Basic)  
EP 799694 A3 980408  
APPLICATION (CC, No, Date): EP 97201371 951115;  
PRIORITY (CC, No, Date): US 359697 941220  
DESIGNATED STATES: CH; DE; DK; ES; FR; GB; IT; LI; NL; PT; SE  
INTERNATIONAL PATENT CLASS: B41F-017/02; B41F-005/24;

**ABSTRACT EP 799694 A2**

A web of paper is printed with selective non-variable information and vastly different variable information on portions of the paper web (17) which are ultimately separated into discrete documents. At least one ion deposition print unit (10) and a number of flexographic print units (24) are utilized, as well as data source containing at least the variable information, and first (41) and second (44) computers. Data is read from the data source with the first computer (41) and in response to the read data the ion deposition print unit (10) is controlled with the first computer to print variable information on the paper web. Form lag commands are provided from the first computer to the second computer (44). In response to the lag commands the flexographic print units (24) are independently controlled by the second computer (44) to operatively engage and disengage the paper web (17) and thereby print non-variable information from at least one of the flexographic units on each discrete document portion of the paper web. Ink applied with the flexographic units is typically UV cured. Video inspection takes place after application of the variable and non-variable information.

ABSTRACT WORD COUNT: 191

**LEGAL STATUS (Type, Pub Date, Kind, Text):**

Application: 971008 A2 Published application (A1with Search Report ;A2without Search Report)  
Examination: 971008 A2 Date of filing of request for examination: 970604  
Change: 971119 A2 Inventor (change)  
Search Report: 980408 A3 Separate publication of the European or International search report  
Change: 980415 A2 Obligatory supplementary classification (change)

LANGUAGE (Publication, Procedural, Application): English; English; English

**FULLTEXT AVAILABILITY:**

Available Text	Language	Update	Word Count
CLAIMS A	(English)	9710W1	733
SPEC A	(English)	9710W1	4117
Total word count - document A			4850
Total word count - document B			0
Total word count - documents A + B			4850

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DIALOG(R) File 348:European Patents  
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00646164

ORDER fax of complete patent from Dialog SourceOne. See HELP ORDER 348

**AUTOMATED CASHIER SYSTEM****AUTOMATISCHES KASSIERSYSTEM****SYSTEME DE CAISSE AUTOMATIQUE****PATENT ASSIGNEE:**

LATCHINIAN, Gerard, (1837950), 259 Congressional Lane, no. 110, Rockville, MD 20852, (US), (applicant designated states: AT;BE;CH;DE;DK;ES;FR;GB;GR;IE;IT;LI;LU;MC;NL;PT;SE)

**INVENTOR:**

LATCHINIAN, Gerard, 11469 Appledowre Drive, Germantown MD 20874, (US)

LATCHINIAN, Ramy, 11469 Appledowre Drive, Germantown, MD 20874, (US)

CAMPER, Franklin, 113 Cedar Street, Hueytown, AL 35023, (US)

**LEGAL REPRESENTATIVE:**

Frauenknecht, Alois J. et al (41522), c/o PPS Polyvalent Patent Service AG, Waldrutistrasse 21, 8954 Geroldswil, (CH)

PATENT (CC, No, Kind, Date): EP 636265 A1 950201 (Basic)  
EP 636265 A1 951220  
EP 636265 B1 980325  
WO 9418646 940818

APPLICATION (CC, No, Date): EP 93905871 930201; WO 93US1209 930201

PRIORITY (CC, No, Date): EP 93905871 930201; WO 93US1209 930201

DESIGNATED STATES: AT; BE; CH; DE; DK; ES; FR; GB; GR; IE; IT; LI; LU; MC; NL; PT; SE

INTERNATIONAL PATENT CLASS: G07F-007/04; G07F-007/08; G07F-007/00; G07F-001/00; G06F-017/60; G07G-001/00;

LEGAL STATUS (Type, Pub Date, Kind, Text):

Application: 941117 A International application (Art. 158(1))  
Application: 950201 A1 Published application (A1with Search Report ;A2without Search Report)  
Examination: 950405 A1 Date of filing of request for examination: 950208  
Change: 950503 A1 Inventor (change)  
Change: 951213 A1 Obligatory supplementary classification (change)  
Search Report: 951220 A1 Drawing up of a supplementary European search report: 951107  
Examination: 960814 A1 Date of despatch of first examination report: 960703  
Grant: 980325 B1 Granted patent

LANGUAGE (Publication, Procedural, Application): English; English; English

FULLTEXT AVAILABILITY:

Available Text	Language	Update	Word Count
CLAIMS	B (English)	9813	465
CLAIMS	B (German)	9813	483
CLAIMS	B (French)	9813	597
SPEC	B (English)	9813	7699
Total word count - document A			0
Total word count - document B			9244
Total word count - documents A + B			9244

9/5/9

DIALOG(R) File 348:European Patents  
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00603604

ORDER fax of complete patent from Dialog SourceOne. See HELP ORDER 348  
System and method for selecting optional inserts with optimal value in an inserting machine

System und Verfahren zum Auswählen von wahlfreien Einlagen optimaler Geltung in einer Zuführmaschine

Systeme et procédé de sélection d'inserts optionnels de valeur optimale dans une machine d'insertion

PATENT ASSIGNEE:

PITNEY BOWES INC., (244955), World Headquarters One Elmcroft, Stamford Connecticut 06926-0700, (US), (applicant designated states: DE;FR;GB)

INVENTOR:

Pintsov, Leon A., 365 Mountain Road, West Hartford, Connecticut 06107, (US)

LEGAL REPRESENTATIVE:

Avery, Stephen John et al (47695), Hoffmann Eitle, Patent- und Rechtsanwalte, Arabellastrasse 4, 81925 München, (DE)

PATENT (CC, No, Kind, Date): EP 607686 A2 940727 (Basic)  
EP 607686 A3 950215  
EP 607686 B1 971015

APPLICATION (CC, No, Date): EP 93310184 931216;

PRIORITY (CC, No, Date): US 993753 921221

DESIGNATED STATES: DE; FR; GB

INTERNATIONAL PATENT CLASS: B07C-001/00;

ABSTRACT EP 607686 A2

A method of making a selection of optional enclosures for a mailpiece including required enclosures. The method comprises the steps of assigning to each of the optional enclosures a weight, a cost and a benefit, creating a list of the potential compositions of the mailpiece, the list including a total of  $2^{\lceil \log_2 n \rceil}$  combinations of the optional enclosures, where  $n$  equals the number of optional enclosures, computing a total weight of the mailpiece for each of the potential compositions, computing a value of the mailpiece for each of the potential compositions, the value being any computable function of the benefit and the cost of each optional enclosure included in each of the potential compositions, and selecting from one of the potential compositions based on the one having the optimal value. (see image in original document)

ABSTRACT WORD COUNT: 137

LEGAL STATUS (Type, Pub Date, Kind, Text):

Application: 940727 A2 Published application (A1with Search Report  
;A2without Search Report)  
Search Report: 950215 A3 Separate publication of the European or  
International search report  
Examination: 950913 A2 Date of filing of request for examination:  
950719  
Examination: 960306 A2 Date of despatch of first examination report:  
960122  
Change: 970502 A2 Representative (change)  
Grant: 971015 B1 Granted patent  
Oppn None: 981007 B1 No opposition filed

LANGUAGE (Publication,Procedural,Application): English; English; English

FULLTEXT AVAILABILITY:

Available Text	Language	Update	Word Count
CLAIMS	B (English)	9710W2	819
CLAIMS	B (German)	9710W2	790
CLAIMS	B (French)	9710W2	926
SPEC	B (English)	9710W2	4045
Total word count - document A			0
Total word count - document B			6580
Total word count - documents A + B			6580

9/5/10

DIALOG(R)File 348:European Patents  
(c) 1998 European Patent Office. All rts. reserv.

00517810

ORDER fax of complete patent from Dialog SourceOne. See HELP ORDER 348  
Method and device for decoding F2F signals read from a magnetic data carrier

Verfahren und Gerät zur Dekodierung von von einem magnetischen Datenträger gelesene F2F-Signalen

Méthode et dispositif pour le décodage des signaux F2F, lu d'un porteur d'informations magnétiques

PATENT ASSIGNEE:

International Business Machines Corporation, (200120), Old Orchard Road, Armonk, N.Y. 10504, (US), (applicant designated states: DE;ES;FR;GB;IT)

INVENTOR:

Scherzer, Helmut, Dipl.-Ing., Schafgasse 16, 71083 Herrenberg-Gultstein, (DE)

LEGAL REPRESENTATIVE:

Rach, Werner, Dr. et al (76871), IBM Deutschland Informationssysteme GmbH, Patentwesen und Urheberrecht, 70548 Stuttgart, (DE)

PATENT (CC, No, Kind, Date): EP 565759 A1 931020 (Basic)  
EP 565759 B1 970924

APPLICATION (CC, No, Date): EP 92106505 920415;

PRIORITY (CC, No, Date): EP 92106505 920415

DESIGNATED STATES: DE; ES; FR; GB; IT

INTERNATIONAL PATENT CLASS: G06K-007/016; H03M-005/12;

CITED PATENTS (EP A): EP 125187 A; US 3969613 A; US 4868569 A

ABSTRACT EP 565759 A1

A method for decoding F2F signals as well as a device for decoding F2F signals read from a magnetic data carrier is provided. The signal read from the card by a magnetic reading head 91 is amplified by an amplifier 912 with a very high gain, discriminated in a discrimination and integration station 913 to receive a binary locking signal. Out of this digitized signal in a reference time acquisition station 917 a start-up time value is set and a phase is estimated to determine the correct end of a bit cell in a phase estimating station 918. In a symbol correlation station 920 the received binary signal is correlated with all possible symbol combinations based on the estimated phase to create a correct bit stream. This bit stream might be processed further by a bit recovery station 922 providing a corrected bit stream ready for interpretation.  
(see image in original document)

ABSTRACT WORD COUNT: 154

LEGAL STATUS (Type, Pub Date, Kind, Text):

Application: 931020 A1 Published application (A1with Search Report  
;A2without Search Report)

Examination: 931020 A1 Date of filing of request for examination:  
930217

Examination: 970108 A1 Date of despatch of first examination report:  
961122

Change: 970507 A1 Representative (change)

Change: 970924 A1 Inventor (change)

Grant: 970924 B1 Granted patent

Lapse: 980826 B1 Date of lapse of the European patent in a  
Contracting State: FR 980220

Oppn None: 980916 B1 No opposition filed

LANGUAGE (Publication,Procedural,Application): English; English; English

FULLTEXT AVAILABILITY:

Available Text	Language	Update	Word Count
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CLAIMS B	(English)	9709W3	895
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CLAIMS B	(German)	9709W3	826
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CLAIMS B	(French)	9709W3	1060
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SPEC B	(English)	9709W3	6591
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Total word count - document A	0
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Total word count - document B	9372
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Total word count - documents A + B	9372
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9/5/11

DIALOG(R)File 348:European Patents  
(c) 1998 European Patent Office. All rts. reserv.

00478504

ORDER fax of complete patent from Dialog SourceOne. See HELP ORDER 348

Mail sorting apparatus and method.

Vorrichtung und Verfahren zur Postsortierung.

Dispositif et procede de tri de courrier.

PATENT ASSIGNEE:

BELL & HOWELL PHILLIPSBURG COMPANY, (1445920), 5215 Old Orchard Road,  
Skokie, Illinois 60077, (US), (applicant designated states:  
CH;DE;FR;GB;IT;LI)

INVENTOR:

Kostyniuk, Paul F., 539 Park Avenue, Wilmette, Illinois 60091, (US)

LEGAL REPRESENTATIVE:

Mittler, Enrico et al (40772), c/o Marchi & Mittler s.r.l. Viale  
Lombardia, 20, I-20131 Milano, (IT)

PATENT (CC, No, Kind, Date): EP 481569 A2 920422 (Basic)  
EP 481569 A3 930421

APPLICATION (CC, No, Date): EP 91202690 911016;

PRIORITY (CC, No, Date): US 598189 901016

DESIGNATED STATES: CH; DE; FR; GB; IT; LI

INTERNATIONAL PATENT CLASS: B07C-003/00;

CITED PATENTS (EP A): US 4167476 A; FR 2302150 A; EP 227569 A

ABSTRACT EP 481569 A2

A mail sorting machine (20) includes an input hopper (30); a mailpiece

reading and processing section (22); and, a sorting bin section (24) comprising a plurality of bins (26(sub 1) - 26(sub 1)(sub 2)(sub 8)). The reading and processing section (22) includes a CPU (54) which executes a program ANALYZE MAIL for sorting third class mailpieces. The program ANALYZE MAIL sorts the mailpieces included in a batch into packages, and then associates the packages into sacks or bags. The program ANALYZE MAIL constructs the packages and sacks to obtain maximum postage discounts. Upon an initial pass of all mailpieces of a batch through the sorting machine (20), the program ANALYZE MAIL generates output (TABLE 1) advising how the bins (26) are to be grouped for subsequent passes. The program ANALYZE MAIL also generates output (TABLES 2A - 2E) advising, for each group, which bins (26) are to have their packages associated together for insertion into the same bag or sack. Advantageously, the mailpieces are sorted so that the bins (26) to be associated together are physically adjacent one another in the sorting machine (20). Bag tags are generated to tell an operator which bins are to be collected together to form a sack or bag, as well as the sack number and group number. The program ANALYZE MAIL also includes an accounting capability for billing postage to a possible plurality of clients having mailstreams included in the batch, and for allocating postage costs in accordance with whether the client's mailpieces qualify for postage discounts. (see image in original document)

ABSTRACT WORD COUNT: 255

LEGAL STATUS (Type, Pub Date, Kind, Text):

Application: 920422 A2 Published application (A1with Search Report  
;A2without Search Report)  
Search Report: 930421 A3 Separate publication of the European or  
International search report  
Withdrawal: 940727 A2 Date on which the European patent application  
was deemed to be withdrawn: 931022

LANGUAGE (Publication, Procedural, Application): English; English; English  
FULLTEXT AVAILABILITY:

Available Text	Language	Update	Word Count
CLAIMS A	(English)	EPABF1	727
SPEC A	(English)	EPABF1	20310
Total word count - document A			21037
Total word count - document B			0
Total word count - documents A + B			21037

9/5/12

DIALOG(R)File 348:European Patents  
(c) 1998 European Patent Office. All rts. reserv.

00362304

ORDER fax of complete patent from Dialog SourceOne. See HELP ORDER 348  
Postage determination method for an envelope containing inserts.  
Verfahren zum Bestimmen der Frankierung eines Dokumente enthaltenden  
Umschlags.

Procede pour determiner l'affranchissement d'une enveloppe contenant des  
documents inseres.

PATENT ASSIGNEE:

PITNEY BOWES, INC., (244952), World Headquarters, Stamford Connecticut  
06926-0700, (US), (applicant designated states: CH;DE;FR;GB;LI)

INVENTOR:

Pintsov, David A., 365 Mountain Road, West Hartford Connecticut 06107,  
(US)

LEGAL REPRESENTATIVE:

Frank, Veit Peter, Dipl.-Ing. et al (76701), Hoffmann, Eitle & Partner  
Patent- und Rechtsanwalte Arabellastrasse 4, 81925 Munchen, (DE)

PATENT (CC, No, Kind, Date): EP 331443 A2 890906 (Basic)  
EP 331443 A3 900516  
EP 331443 B1 941012

APPLICATION (CC, No, Date): EP 89301999 890228;

PRIORITY (CC, No, Date): US 161708 880229

DESIGNATED STATES: CH; DE; FR; GB; LI

INTERNATIONAL PATENT CLASS: B07C-001/00;

CITED PATENTS (EP A): US 4639873 A; US 4326254 A; US 4571925 A; GB 2193332 A; US 4366552 A

ABSTRACT EP 331443 A2

'For an inserting machine (10) for collating inserts and placing a collation (12f) of the inserts into an envelope (26), a method is disclosed of determining the amount of postage to be applied to the envelope (26) into which the collation (12f) of inserts have been inserted. The inserting machine includes a feed deck (14) and a plurality of feed stations (18a-18d, 20, 22) adapted to selectively feed the inserts onto the feed deck (14). The method includes (A) feeding along the feed deck (14) a control document (42) having code (40) thereon, (B) reading the code (40) on the control document (42), (C) storing in data processing memory means (35) a set of predetermined threshold values of a measurable cumulative attribute of the inserts, the threshold values corresponding to the amounts of postage for different postage categories, (D) repeatedly calculating a current attribute value difference (CAVD) between a first threshold value and the attribute values of the inserts being fed onto the feed deck (14) pursuant to the code (40) or other means governing the feeding of inserts onto the feed deck as long as the CAVD remains non-negative until the last desired insert is fed onto the feed deck (14), and (E) if the CAVD becomes negative, superseding the negative CAVD with a replacement CAVD which is equal to the next higher threshold value less the absolute value of the negative CAVD and repeating step (D), whereby the last desired insert is fed onto the feed deck (14) without exceeding the amount of postage for one of the different postage categories, the amount of postage being the postage required for the envelope (26) and the collation (12f).

ABSTRACT WORD COUNT: 281

LEGAL STATUS (Type, Pub Date, Kind, Text):

Application: 890906 A2 Published application (Alwith Search Report  
;A2without Search Report)  
Search Report: 900516 A3 Separate publication of the European or  
International search report  
Examination: 910102 A2 Date of filing of request for examination:  
901106  
Examination: 930107 A2 Date of despatch of first examination report:  
921124  
Grant: 941012 B1 Granted patent  
Oppn: 950906 B1 Opposition 01/950710 NEOPOST LTD; South Street;  
Romford, Essex, RM1 2AR; (GB)  
(Representative:)Weinmiller, Jurgen,  
Dipl.-Ing.; SPOTT, WEINMILLER & PARTNER  
Postfach 24; D-82336 Feldafing; (DE)  
Change: 960918 B1 Representative (change)  
Oppn Rejected: 961127 B1 Rejection of the opposition(s): 960708

LANGUAGE (Publication,Procedural,Application): English; English; English

FULLTEXT AVAILABILITY:

Available Text	Language	Update	Word Count
CLAIMS A	(English)	EPBBF1	581
CLAIMS B	(English)	EPBBF1	327
CLAIMS B	(German)	EPBBF1	298
CLAIMS B	(French)	EPBBF1	368
SPEC A	(English)	EPBBF1	2938
SPEC B	(English)	EPBBF1	3050
Total word count - document A			3519
Total word count - document B			4043
Total word count - documents A + B			7562

9/5/13

DIALOG(R)File 348:European Patents  
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00301468

ORDER fax of complete patent from Dialog SourceOne. See HELP ORDER 348  
**Water spray ejector system for steam injected engine.**

**Wasser-Spray-Auswerfer-System fur Motoren mit Dampfeinspritzung.  
Système ejecteur de vaporisation d'eau pour moteur à injection de vapeur.**

PATENT ASSIGNEE:

GENERAL ELECTRIC COMPANY, (203909), 1 River Road, Schenectady New York  
'12305, (US), (applicant designated states: CH;DE;FR;GB;IT;LI;SE)

INVENTOR:

Hines, William Ronald, 9941 Knollbrook Terrace, Cincinnati Ohio 45242,  
(US)

LEGAL REPRESENTATIVE:

Goode, Ian Roy et al (31098), London Patent Operation General Electric  
International, Inc., Essex House, 12-13 Essex Street, London WC2R 3AA,  
(GB)

PATENT (CC, No, Kind, Date): EP 318706 A1 890607 (Basic)  
EP 318706 B1 920729

APPLICATION (CC, No, Date): EP 88118127 881031;

PRIORITY (CC, No, Date): US 126090 871130

DESIGNATED STATES: CH; DE; FR; GB; IT; LI; SE

INTERNATIONAL PATENT CLASS: F02C-003/30; F01K-021/04; F02C-009/16;

CITED PATENTS (EP A): DE 3419560 A; DE 3419560 A; FR 2092741 A; EP 209820 A  
; EP 184137 A; EP 275121 A; EP 81995 A; EP 86504 A; GB 2187273 A

ABSTRACT EP 318706 A1

A steam injected engine (10), including a compressor (12), a combustor (18) and a turbine (22) in series combination, with a gas flow path passing therethrough. A steam injection system is provided for adding superheated steam to the gas flow path. A water spray (52, 68, 98) and mixer system sprays water into the steam injection system, whereby the water is immediately vaporized and the resultant mixture remains at superheated temperatures but a greater mass flow of steam is provided to the gas engine (10) to thereby produce an increase in the power output from the engine at reduced thermal efficiency. This new system also provides a means for introducing external waste heat or waste steam into current engine steam piping.

ABSTRACT WORD COUNT: 125

LEGAL STATUS (Type, Pub Date, Kind, Text):

Application: 890607 A1 Published application (A1with Search Report  
;A2without Search Report)

Change: 900110 A1 Representative (change)

Examination: 900117 A1 Date of filing of request for examination:  
891123

Examination: 900523 A1 Date of despatch of first examination report:  
900409

Grant: 920729 B1 Granted patent

Oppn: 930623 B1 Opposition 01/930427 Asea Brown Boveri ABB  
Management AG, Baden TEI/Immaterialeigentumrecht;  
Postfach; CH-5401 BADEN; (CH)

Change: 940810 B1 Representative (change)

\*Oppn: 970604 B1 Opposition (change) 01/930427 Asea Brown Boveri  
AG; Haselstrasse 16; 5400 Baden; (CH)

Change: 970611 B1 Representative (change)

Oppn Rejected: 980422 B1 Rejection of the opposition(s): 980127

LANGUAGE (Publication,Procedural,Application): English; English; English

FULLTEXT AVAILABILITY:

Available Text	Language	Update	Word Count
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CLAIMS B	(English)	EPBBF1	799
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CLAIMS B	(German)	EPBBF1	670
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CLAIMS B	(French)	EPBBF1	881
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SPEC B	(English)	EPBBF1	3377
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Total word count - document A			0
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Total word count - document B			5727
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Total word count - documents A + B			5727
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9/5/14

DIALOG(R)File 348:European Patents  
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00260345

ORDER fax of complete patent from Dialog SourceOne. See HELP ORDER 348

Method for using descriptor file describing control structures file used by  
a dump program

Verfahren zur Benutzung einer Beschreibungsdatei die eine  
Kontrollstrukturendatei fur ein Programm zum Analysieren des  
Speicherinhaltes beschreibt

Procede pour utiliser un fichier de descripteurs decrivant un fichier de  
structures de controle pour un programme d'analyse du contenu de la  
memoire

PATENT ASSIGNEE:

Bull HN Information Systems Inc., (405378), 300 Concord Road, Billerica,  
MA 01821-4186, (US), (applicant designated states: DE;FR;GB;IT)

INVENTOR:

Bilski, Maryann J., 16 Winter Street, No. 24B, Waltham Massachusetts  
02154, (US)

Vermilion, Edson O., 151 Lowell Road, Windham New Hampshire 03087, (US)  
Chang, Jang-Li, 30 Coral Drive, Dracut Massachusetts 01826, (US)

LEGAL REPRESENTATIVE:

Frohwitter, Bernhard, Dipl.-Ing. et al (150673), Patent- und  
Rechtsanwalte Bardehle . Pagenberg . Dost . Altenburg . Frohwitter .  
Geissler & Partner Galileiplatz 1, D-81679 Munchen, (DE)

PATENT (CC, No, Kind, Date): EP 261690 A2 880330 (Basic)

EP 261690 A3 911121

EP 261690 B1 960207

APPLICATION (CC, No, Date): EP 87114036 870925;

PRIORITY (CC, No, Date): US 913157 860926

DESIGNATED STATES: DE; FR; GB; IT

INTERNATIONAL PATENT CLASS: G06F-009/44; G06F-011/00;

CITED REFERENCES (EP A):

IBM TECHNICAL DISCLOSURE BULLETIN. vol. 14, no. 3, August 1971, NEW YORK,  
US pages 717 - 718A; H.T. NORTON: 'SYMBOLIC DATA DUMP STRUCTURE'  
ELECTRONIC DESIGN. vol. 32, no. 13, June 1984, WASECA, MN, DENVILLE, NJ,  
US pages 187 - 198; R. LOUGHLIN ET AL.: 'SYMBOLIC DATA BASE SPEEDS  
DEBUGGING OF HIGH LEVEL uP CODE ';

ABSTRACT EP 261690 A2

A system for generating a logical display (12) of memory values in  
response to commands generated by a user for any one of a number of  
different versions of a program containing different control structures  
(20). A control structures descriptor file (30) stores a plurality of  
descriptors coded for describing all of the control structures (20) used  
by the program. These descriptors are accessed in an order specified by  
user commands. The accessed descriptors are interpreted to generate a  
logical display of the control structure data described by the  
descriptors for the program.

ABSTRACT WORD COUNT: 95

LEGAL STATUS (Type, Pub Date, Kind, Text):

Application: 880330 A2 Published application (Alwith Search Report  
;A2without Search Report)

Search Report: 911121 A3 Separate publication of the European or  
International search report

Examination: 920701 A2 Date of filing of request for examination:  
920423

Examination: 940126 A2 Date of despatch of first examination report:  
931215

\*Assignee: 950816 A2 Applicant (transfer of rights) (change): Bull  
HN Information Systems Inc. (405378) 300  
Concord Road Billerica, MA 01821-4186 (US)  
(applicant designated states: DE;FR;GB;IT)

\*Assignee: 950816 A2 Previous applicant in case of transfer of  
rights (change): Honeywell Bull Inc. (405374)  
3800 W. 80th Street Minneapolis Minnesota 55431  
(US) (applicant designated states: DE;FR;GB;IT)

Grant: 960207 B1 Granted patent

Oppn None: 970205 B1 No opposition filed

Lapse: 971015 B1 Date of lapse of the European patent in a

Contracting State: GB 960925

LANGUAGE (Publication,Procedural,Application): English; English; English

FULLTEXT AVAILABILITY:

Available Text	Language	Update	Word Count
• CLAIMS A	(English)	EPABF1	280
• CLAIMS B	(English)	EPAB96	506
• CLAIMS B	(German)	EPAB96	520
• CLAIMS B	(French)	EPAB96	578
SPEC A	(English)	EPABF1	13863
SPEC B	(English)	EPAB96	14141
Total word count - document A			14144
Total word count - document B			15745
Total word count - documents A + B			29889

13/5/1 (Item 1 from file: 351)  
DIALOG(R)File 351:DERWENT WPI  
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012039651 \*\*Image available\*\*  
WPI Acc No: 98-456561/199839  
XRPX Acc No: N98-356311

Communication method with pay telephone for advertising locations e.g  
taxi business - involves using pay phone containing advertised  
business telephone numbers which can be dialled through local telephone  
carrier and long distance carrier

Patent Assignee: ALBERTSON D V (ALBE-I)

Inventor: ALBERTSON D V

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Main IPC	Week
US 5793851	A	19980811	US 9361249	A	19930517	H04M-015/00	199839 B

Priority Applications (No Type Date): US 9361249 A 19930517

Patent Details:

Patent	Kind	Lan Pg	Filing Notes	Application	Patent
US 5793851	A	6			

Abstract (Basic): US 5793851 A

The method involves assigning a separate 1+800- XXX telephone number to each business location (21 ,24). The assigned telephone number is placed on advertising materials (16 ,17 ,18 , 19 ) located adjacent to the pay telephone. This indicates to the caller that telephone calls to the assigned telephone numbers are free to the caller.

The telephone calls of the assigned telephone by the long distance carrier (41) are recorded. All telephone calls of the assigned telephone numbers that are handled by the long distance carrier are monitored and recorded. The recorded telephone calls are monitored. A statement (57) is rendered to each selected business location for the cost of each telephone call to each selected business location , the cost of 1+800-XXX service and the cost of advertising associated with each selected pay telephone.

ADVANTAGE- Allows free telephone calls to be made to selected locations corresponding to the advertisers .

Dwg.2/2

Title Terms: COMMUNICATE; METHOD; PAY; TELEPHONE; ADVERTISE ; LOCATE ; TAXI; BUSINESS; PAY; TELEPHONE; CONTAIN; ADVERTISE ; BUSINESS; TELEPHONE ; NUMBER; CAN; DIAL; THROUGH; LOCAL; TELEPHONE; CARRY; LONG; DISTANCE; CARRY

Derwent Class: W01

International Patent Class (Main): H04M-015/00

International Patent Class (Additional): H04M-017/00

File Segment: EPI

13/5/2 (Item 2 from file: 351)

DIALOG(R)File 351:DERWENT WPI  
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011456795  
WPI Acc No: 97-434702/199740  
XRPX Acc No: N97-361661

Article and service purchasing method for billing over Internet - in which billing of products or service offered through Internet is handled by registering service or product to purchaser's or service user's bill

Patent Assignee: TELEFONAKTIEBOLAGET ERICSSON L M (TELF )

Inventor: HYVONEN M; MELN B; HYVOENEN M; MELEN B

Number of Countries: 075 Number of Patents: 003

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Main IPC	Week
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WO 9729584	A1	19970814	WO 97FI182	A	19970207	H04M-015/00	199740	B
FI 9600619	A	19970810	FI 96619	A	19960209	G07F-019/00	199745	
AU 9717264	A	19970828	AU 9717264	A	19970207	H04M-015/00	199750	

Priority Applications (No Type Date): FI 96619 A 19960209  
 Cited Patents: US 5146491; US 5469500; WO 9011661; WO 9638018; WO 9701920;  
 WO 9703410

Patent Details:

Patent	Kind	Lan Pg	Filing Notes	Application	Patent
WO 9729584	A1	E	22	Designated States (National): AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE ES FI GB GE HU IL IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK TJ TM TR TT UA UG US UZ VN YU	Designated States (Regional): AT BE CH DE DK EA ES FI FR GB GR IE IT KE LS LU MC MW NL OA PT SD SE SZ UG
AU 9717264	A		Based on	WO 9729584	

Abstract (Basic): WO 9729584 A

The method of purchasing articles and services involves setting up a connection from a terminal to a public telephone network PSTN to provide access to the Internet- connecting node by dialling a service number, and through which at least one service or article provider offers articles for sale. The terminal user interface data is identified, and the sellers data and the price of the chosen article and/or service are identified for the connection time, when selecting from the user interface an article and/or service.

The identified data for billing of the chosen article or service is combined based upon the terminal user exchange connection records.

USE - Billing of products and services offered through Internet, by registering single service or purchase to product purchaser 's or telephone service user's bill , e.g for mail-order selling and billing of home delivery articles e.g Pizza, and electronic services such as programs, products, text, pictures etc.

Dwg.0/4

Title Terms: ARTICLE; SERVICE; PURCHASE; METHOD; BILL; BILL; PRODUCT; SERVICE; OFFER ; THROUGH; HANDLE; REGISTER; SERVICE; PRODUCT; PURCHASE; SERVICE; USER; BILL

Derwent Class: T01; W01

International Patent Class (Main): G07F-019/00

International Patent Class (Additional): G06F-017/60; G06F-151-00; H04M-015/00; H04Q-003/00; H04Q-003/60

File Segment: EPI

13/5/3 (Item 3 from file: 351)

DIALOG(R) File 351:DERWENT WPI  
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011320513 \*\*Image available\*\*

WPI Acc No: 97-298417/199727

Related WPI Acc No: 96-239668

XRPX Acc No: N97-246582

Short message system for connectionless mobile parking system - requires user to send parking start and stop messages via short message system mobile unit for recording and charging for parking space usage

Patent Assignee: VAZVAN B (VAZV-I)

Inventor: VAZVAN B

Number of Countries: 039 Number of Patents: 002

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Main IPC	Week	
WO 9719568	A1	19970529	WO 96FI1217	A	19960419	H04Q-007/22	199727	B
FI 9700767	A	19971020	FI 97767	A	19970224	G07F-019/00	199810	

Priority Applications (No Type Date): WO 96FI1217 A 19960419; FI 962553 A 19960619

Cited Patents: 1.Jnl.Ref; WO 9320539; WO 9601531; WO 9611453

Patent Details:

Patent Kind Lan Pg Filing Notes Application Patent  
WO 9719568 A1 E 18  
Designated States (National): BR CA CN HU JP KP KR MX NO NZ PL RU SG US  
Designated States (Regional): AT BE CH DE DK EA ES FI FR GB GR IE IT KE  
IS LU MC MW NL OA PT SD SE SZ UG

Abstract (Basic): WO 9719568 A

The connectionless mobile parking system uses the short message system of cellular systems to manage parking payments. The user (6) park the vehicle and activates the parking menu of the mobile unit (7). This sends a message via the short message system to a parking database that holds the details of the drivers car. When the user leaves the parking space a similar message is send via the short message system. The database can calculate the tariff and add it to the users telephone bill.

A parking inspector can receive details of parked cars from a mobile unit (11-14). Parking location can be via user data entry or using features of the radio system.

ADVANTAGE - Allows user to conveniently arrange for parking and for related payments.

Dwg.1/8

Title Terms: SHORT; MESSAGE; SYSTEM; MOBILE; PARK; SYSTEM; REQUIRE; USER; SEND; PARK; START; STOP; MESSAGE; SHORT; MESSAGE; SYSTEM; MOBILE; UNIT; RECORD; CHARGE; PARK; SPACE

Derwent Class: T01; T05; T07; W01

International Patent Class (Main): G07F-019/00; H04Q-007/22

International Patent Class (Additional): G07C-001/30

File Segment: EPI

13/5/4 (Item 4 from file: 351)

DIALOG(R)File 351:DERWENT WPI

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011122493 \*\*Image available\*\*

WPI Acc No: 97-100418/199709

XRPX Acc No: N97-082984

Billing method esp. for access to billing site on Internet - having user dialling indicated number and receiving code that is entered via Internet site, which enables cost of connection to be added to user's telephone bill

Patent Assignee: TELECOM FINLAND OY (TELE-N)

Inventor: IMMONEN P

Number of Countries: 025 Number of Patents: 003

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Main IPC	Week
WO 9701920	A1	19970116	WO 96FI365	A	19960624	H04M-015/00	199709 B
FI 9503208	A	19961229	FI 953208	A	19950628	H04M-000/00	199713
FI 99073	B	19970613	FI 953208	A	19950628	H04M-015/00	199729

Priority Applications (No Type Date): FI 953208 A 19950628

Cited Patents: SE 460511; US 5146491; US 5148474; US 5179584

Patent Details:

Patent Kind Lan Pg Filing Notes Application Patent

WO 9701920 A1 E 17

Designated States (National): CN EE JP KR NO RU SG US

Designated States (Regional): AT BE CH DE DK ES FI FR GB GR IE IT LU MC  
NL PT SE

FI 99073 B Previous Publ. FI 9503208

Abstract (Basic): WO 9701920 A

The method involves a user who accesses an Internet site via any conventional means. At some point the user is asked if access to a chargeable service is required and a telephone number is supplied. If access is required the user dials the telephone number and receives a voice message with a code number.

The user enters the code number into the Internet service and is granted access to the chargeable service. The service is continued

until the computer or voice connection is broken. The charge for the service is then added to the user's **telephone bill**, either in increments or the total amount.

**ADVANTAGE** - Enables user to have only one ID number, instead of having to remember different computer related ID numbers for each computer used to access Internet.

Dwg.3/3

Title Terms: BILL; METHOD; ACCESS; BILL; SITE; USER; DIAL; INDICATE; NUMBER ; RECEIVE; CODE; ENTER; SITE; ENABLE; COST; CONNECT; ADD ; USER; TELEPHONE; BILL

Derwent Class: T01; W01

International Patent Class (Main): H04M-000/00; H04M-015/00

File Segment: EPI

13/5/5 (Item 5 from file: 351)

DIALOG(R) File 351:DERWENT WPI

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010993231 \*\*Image available\*\*

WPI Acc No: 96-490180/199649

Bill receipt processing for game machine e.g. pachinko machine, and change machine - storing succeeding bill added to last tail of layered bill while maintaining layer state of bill when stacker is moved towards layered bill according to rotation power of transfer belt

Patent Assignee: SAYAMA SEIMITSU KOGYO KK (SAYA-N)

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Main IPC	Week
JP 8249519	A	19960927	JP 9580837	A	19950314	G07D-009/00	199649 B

Priority Applications (No Type Date): JP 9580837 A 19950314

Patent Details:

Patent	Kind	Lan	Pg	Filing Notes	Application	Patent
JP 8249519	A		18			

Abstract (Basic): JP 8249519 A

The method involves extending a transfer belt (69) between pulleys arranged on several positions. A drive motor (66) rotates the transfer belt. A vertically-inserted bill is transported by a bill transfer unit (64) to a bill-saving chamber. A stacker unit (83) with a bill extruder layers the transported bill in a vertical position.

The stacker unit is moved towards the layered bill according to the rotation **power** of the transfer belt. When the stacker unit is moved forward, a succeeding bill is added to the last tail of the layered bill and is stored while maintaining the layer state of the bill.

**ADVANTAGE** - Transports and saves bill in vertical position. Reuses saved bill for exchange. Provides bill receipt processor with simple structure and stable operation. Performs fine tuning in last terminal of conveyance appts. Generates clearance between conveyance appts. and bill receipt processor and eliminates possibility of falling bills. Enables appts. to slide or pull out when fault generates in bill receipt processor for performance of restoration work.

Dwg.3/17

Title Terms: BILL; RECEIPT; PROCESS; GAME; MACHINE; MACHINE; CHANGE; MACHINE; STORAGE; SUCCEEDING; BILL; ADD ; LAST; TAIL; LAYER; BILL; MAINTAIN; LAYER; STATE; BILL; STACK; MOVE; LAYER; BILL; ACCORD; ROTATING; POWER; TRANSFER; BELT

Derwent Class: T05

International Patent Class (Main): G07D-009/00

File Segment: EPI

13/5/6 (Item 6 from file: 351)

DIALOG(R) File 351:DERWENT WPI

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010879161 \*\*Image available\*\*

WPI Acc No: 96-376112/199638

XRPX Acc No: N96-316713

Light sensor for paper bill recognition appts. - has light emitting controller which controls light emission and selects specific light output from light emitter

Patent Assignee: SANDEN CORP (SAOE )

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Main IPC	Week
JP 8180236	A	19960712	JP 94322188	A	19941226	G07D-007/00	199638 B

Priority Applications (No Type Date): JP 94322188 A 19941226

Patent Details:

Patent	Kind	Lan	Pg	Filing Notes	Application	Patent
JP 8180236	A		9			

Abstract (Basic): JP 8180236 A

The sensor has a pair of light emitters (LS) which irradiate light to a paper bill (1). A pair of light receivers (LR) receive the light irradiated to the paper bill . A first reflected detecting unit (40) is provided where the first pair of light emitter and light receiver are installed.

A second detecting unit (50) is provided where the second pair of the light emitter and light receiver, provided in an opposing state according to the position of the first pair of the light emitter sand light receiver, are installed. Paper bills are passed in a conveyance path (3) provided in between the installation of the first and second reflected detecting units. A light emitting controller controls the light emission and selects the specific light output from the light emitter.

ADVANTAGE - Requires only narrow installation space. Offers excellent light sensor which efficiently samples light data. Prevents faulty operation since light guide unit can be separated from electronic component. Enables easy and simple light sensor assembly.

Dwg.1/15

Title Terms: LIGHT; SENSE; PAPER; BILL; RECOGNISE; APPARATUS; LIGHT; EMIT; CONTROL; CONTROL; LIGHT; EMIT; SELECT; SPECIFIC; LIGHT; OUTPUT; LIGHT; Emitter

Derwent Class: T01; T04; T05

International Patent Class (Main): G07D-007/00

International Patent Class (Additional): G06T-001/00

File Segment: EPI

13/5/7 (Item 7 from file: 351)

DIALOG(R)File 351:DERWENT WPI

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010735821 \*\*Image available\*\*

WPI Acc No: 96-232776/199624

XRPX Acc No: N96-195330

Portable telephone with chip storing number of prepaid units - stores credit available for calls made to number stored in memory and allows chip to be recharged with additional credits

Patent Assignee: SMITH T M (SMIT-I)

Inventor: SMITH T M

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Main IPC	Week
GB 2295292	A	19960522	GB 9423022	A	19941115	H04Q-007/32	199624 B

Priority Applications (No Type Date): GB 9423022 A 19941115

Patent Details:

Patent	Kind	Lan	Pg	Filing Notes	Application	Patent
GB 2295292	A		5			

Abstract (Basic): GB 2295292 A

The portable prepaid telephone has chip which stores a credit amount which determines the life of the chip. The chip is rechargeable at recharging centres located around country. The chip will give instant connection to an exchange line when charged and indicate the telephone number stored in the chip. The cost of connection and line rental are included in the cost of the chip.

A standard phone card can be used instead of the chip to cover the cost of **phone** calls to prevent **bills** from being run up. The chip is designed to interface with the phonocard from which ever country you are in to allow the revenue of calls made to go directly to the telecommunications company concerned.

ADVANTAGE - Will work internationally. Prevents **phone bill** from being run up.

Dwg.1/1

Title Terms: PORTABLE; TELEPHONE; CHIP; STORAGE; NUMBER; PREPAYMENT; UNIT; STORAGE; CREDIT; AVAILABLE; CALL; MADE; NUMBER; STORAGE; MEMORY; ALLOW; CHIP; RECHARGE; ADD ; CREDIT

Derwent Class: W01

International Patent Class (Main): H04Q-007/32

File Segment: EPI

13/5/8 (Item 8 from file: 351)

DIALOG(R) File 351:DERWENT WPI

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010330251 \*\*Image available\*\*

WPI Acc No: 95-231943/199531

XRPX Acc No: N95-180879

Enhanced service provider toll charging method - using look-up table to translate 7 figure number into 10 figure number to route call on carrier and signalling billing and caller dialled number information in-band during call set up

Patent Assignee: LEWIS C A (LEWI-I); DANIELS D K (DANI-I)

Inventor: DANIELS D K; LEWIS C A

Number of Countries: 002 Number of Patents: 003

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Main IPC	Week
CA 2134800	A	19950503	CA 2134800	A	19941101	H04M-015/10	199531 B
US 5524142	A	19960604	US 93146887	A	19931102	H04M-015/00	199628
			US 94227539	A	19940414		
US 5537464	A	19960716	US 93146887	A	19931102	H04M-015/00	199634

Priority Applications (No Type Date): US 94227539 A 19940414; US 93146887 A 19931102

Patent Details:

Patent Kind Lan Pg Filing Notes Application Patent

CA 2134800	A	32		US 93146887
US 5524142	A	23	CIP of	
US 5537464	A	25		

Abstract (Basic): CA 2134800 A

The method for a telephone sub-circuit transmitting calls, caller information and billing information to enhanced service providers delivering value-added services to callers originating service requests by dialling seven digit number from the local dialled end that must be completed at a disparate long distance end involves transmitting within the voice channel of a call to the service provider, signals identifying the caller telephone number to which the value-added service is to be billed.

The service provider receives signals identifying the telephone billing information applicable to the call within the voice channel. The telephone billing information is compiled into billing records for inclusion in the regular **telephone bill** applicable to that subscriber.

USE/ADVANTAGE - Special service telephone system. Translates discrete dialled telephone number into VA number. Allows responsible business and professional organisations to continue to **offer** these

services.

Dwg.3/5

Title Terms: ENHANCE; SERVICE; TOLL; CHARGE; METHOD; LOOK-UP; TABLE; TRANSLATION; FIGURE; NUMBER; FIGURE; NUMBER; ROUTE; CALL; CARRY; SIGNAL; BILL; CALL; DIAL; NUMBER; INFORMATION; BAND; CALL; SET; UP  
Derwent Class: T01; W01  
International Patent Class (Main): H04M-015/00; H04M-015/10  
International Patent Class (Additional): H04M-003/42; H04M-007/00  
File Segment: EPI

13/5/9 (Item 9 from file: 351)

DIALOG(R) File 351:DERWENT WPI  
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010283571 \*\*Image available\*\*

WPI Acc No: 95-184830/199524

XRPX Acc No: N95-144748

Redemption coupon dispensing coin or bill operated mini golf game - includes switch and dispenser for identifying target hole through which golf ball has been putted and for dispensing coupons corresponding to target hole

Patent Assignee: EMBARK INC (EMBA-N)

Inventor: FOLEY R T; FOLEY T P; PRITCHARD A C

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Main IPC	Week
US 5413343	A	19950509	US 93138040	A	19931019	A63B-069/36	199524 B

Priority Applications (No Type Date): US 93138040 A 19931019

Patent Details:

Patent	Kind	Lan	Pg	Filing	Notes	Application	Patent
US 5413343	A		11				

Abstract (Basic): US 5413343 A

The automated mini-golf game has several mini-golf holes which each have a tee area, a fairway or putting green and at least one target hole. The final mini-golf hole of the game has a coin and bill acceptor for delivering a golf ball to a player when actuated. A target area is provided with target holes at an elevated end of a ramp, and a switch and dispensing device identifies which target hole through which a golf ball has been putted. Redemption coupons corresponding to the hole are then dispensed. The final hole also has a set of racks on its housing to hold scorecards, pencils and golf clubs, thereby permitting an entire game to be played sequentially by a multitude of players without an on-site attendant.

A power source is provided which can be either battery or line voltage supplied for providing power to the bill acceptor, ball eject mechanism and ticket dispenser.

Dwg.6/10

Title Terms: COUPON ; DISPENSE; COIN; BILL; OPERATE; MINI; GOLF; GAME; SWITCH; DISPENSE; IDENTIFY; TARGET; HOLE; THROUGH; GOLF; BALL; DISPENSE; COUPON ; CORRESPOND; TARGET; HOLE

Derwent Class: P36; T05; W04

International Patent Class (Main): A63B-069/36

File Segment: EPI; EngPI

13/5/10 (Item 10 from file: 351)

DIALOG(R) File 351:DERWENT WPI  
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009441192 \*\*Image available\*\*

WPI Acc No: 93-134711/199316

XRPX Acc No: N93-102670

Payment acceptance for vending machine - accepts both cash and card payments and generates electrical signals to indicate to reset of machine that correct payment has been made

Patent Assignee: VERIFONE INC (VERI-N)

Inventor: SMITH G W; TRAN D C

Number of Countries: 017 Number of Patents: 002

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Main IPC	Week
WO 9307594	A1	19930415	WO 92US8543	A	19921007		199316 B
US 5641050	A	19970624	US 91775266	A	19911011		199731
			US 9337736	A	19930326		
			US 95375124	A	19950117		

Priority Applications (No Type Date): US 91775266 A 19911011; US 9337736 A 19930326; US 95375124 A 19950117

Cited Patents: US 3362515; US 3786421; US 4669596; US 4954697

Patent Details:

Patent Kind Lan Pg Filing Notes Application Patent

WO 9307594 A1 95

Designated States (National): JP US

Designated States (Regional): AT BE CH DE DK ES FR GB GR IE IT LU MC NL SE

US 5641050 A 35 Cont of US 91775266  
Cont of US 9337736

Abstract (Basic): WO 9307594 A

The payment acceptance unit can be retrofitted to different dispensing machines (30) and comprises a cash acceptor (35), a data card scanner (36), and an interface.

The coin/cash acceptor generates first electrical signals indicative of the amount of cash accepted, while the card scanner generates second electrical signals. The interface then receives the two signals and generates and transmits third electrical signals to the dispensing machine to tell it to dispense the item paid for.

ADVANTAGE - Can reduce or completely eliminate need for cash money transactions.

er

Dwg.1/39

Title Terms: PAY; ACCEPT; VENDING; MACHINE; ACCEPT; CASH; CARD; GENERATE; ELECTRIC; SIGNAL; INDICATE; RESET; MACHINE; CORRECT; PAY; MADE

Derwent Class: T05

International Patent Class (Main): G07F-007/08

File Segment: EPI

13/5/11 (Item 11 from file: 351)

DIALOG(R) File 351:DERWENT WPI

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009309269

WPI Acc No: 93-002710/199240

XRAM Acc No: C93-001057

Mfr. of white opaque polyester films with low gloss - involves adding titanium dioxide, silica and brightening agent to polyester resin

Patent Assignee: SKC KK (SKCS-N)

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Main IPC	Week
JP 4227641	A	19920817	JP 91103757	A	19910409	C08J-005/18	199240 B

Priority Applications (No Type Date): KR 904817 A 19900409

Patent Details:

Patent Kind Lan Pg Filing Notes Application Patent

JP 4227641 A 4

Abstract (Basic): JP 4227641 A

The process involves adding 23-24 pts.wt. TiO<sub>2</sub> with a mean particle dia. of up to 0.5 microns, 1-2 pts.wt. silica with a mean particle dia. of 2-20 microns, and 0.05-0.1 pt.wt. of a brightening agent with a light diverging peak in the shorter visible light region to the polyester resin.

USE/ADVANTAGE - The process gives white opaque polyester films with a low gloss, flexibility, strength, water resistance and durability useful for high quality printing materials such as for telephone cards, calenders, commutation tickets, bills and magazines. The excellent whiteness of the films heighten the clarity of the printed colours on them and the opacity and low gloss reduce eye fatigue and improved magnetic reading accuracy.

In an example, PET chips contg. 40 pts.wt. TiO<sub>2</sub>, 20 pts.wt. silica or 2 pt. of a brightening agent are prepnd. PET chips contg. no additives and the chips contg. TiO<sub>2</sub>, silica or a brightening agent are dried and a mixt. of them in certain amts. is melt extruded. The obtd. sheet is stretched both longitudinally and transversely 3 times each and heat-treated for 30 sec. at 245 deg.C to give a 188 microns thick film with a whiteness of 91.03, a light transmittance of 0.8%, a break strength of 14.88 kg/mm, an elongation of 123.0% and a thermal shrink of 1.9% contg. 85.95 pts.wt. PET, 13.0 pts.wt. TiO<sub>2</sub>, 1.0 pt.wt. silica nad 0.05 pt.wt. of the brightening agent. (Reissue of the entry advised in week 9240 based on complete specification)

Dwg.0/0

Title Terms: MANUFACTURE; WHITE; OPAQUE; POLYESTER; FILM; LOW; GLOSS; ADD ; TITANIUM; DI; OXIDE; SILICA; BRIGHTEN; AGENT; POLYESTER; RESIN

Derwent Class: A23; E32; E36

International Patent Class (Main): C08J-005/18

International Patent Class (Additional): C08K-003/22; C08K-003/36; C08L-067/02; C08L-067-02

File Segment: CPI

13/5/12 (Item 12 from file: 351)

DIALOG(R) File 351:DERWENT WPI

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008897347

WPI Acc No: 92-024616/199203

XRPX Acc No: N92-018766

Vending apparatus esp. for use in hotel - has article delivery mechanism which provides improved security of access and prevents stored articles from being upset

Patent Assignee: INN ROOM SYSTEMS INC (INNR-N); INN-ROOM SYST INC (INNR-N)

Inventor: LIVINGSTON T W

Number of Countries: 035 Number of Patents: 009

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Main IPC	Week
WO 9120062	A	19911226					199203 B
AU 9180506	A	19920107					199217
US 5150817	A	19920929	US 90539003	A	19900615	G07F-011/00	199242
EP 533798	A1	19930331	EP 91911622	A	19910614	G07F-011/00	199313
			WO 91US4283	A	19910614		
JP 5507571	W	19931028	JP 91511530	A	19910614	G07F-011/58	199348
			WO 91US4283	A	19910614		
AU 654136	B	19941027	AU 9180506	A	19910614	G07F-007/04	199444
EP 533798	A4	19940105	EP 91911622	A	19910000		199528
EP 533798	B1	19951129	EP 91911622	A	19910614	G07F-011/00	199601
			WO 91US4283	A	19910614		
DE 69115037	E	19960111	DE 615037	A	19910614	G07F-011/00	199607
			EP 91911622	A	19910614		
			WO 91US4283	A	19910614		

Priority Applications (No Type Date): US 90539003 A 19900615

Cited Patents: US 1415337; US 2309008; US 4192436; No-Citns.

Patent Details:

Patent Kind Lan Pg Filing Notes Application Patent

WO 9120062 A

Designated States (National): AT AU BB BG BR CA CH DE DK ES FI GB HU JP KP KR LK LU MC MG MW NL NO PL RO SD SE SU

Designated States (Regional): AT BE CH DE DK ES FR GB GR IT LU NL OA SE

US 5150817 A 15

EP 533798 A1 E 22 Based on

WO 9120062

Designated States (Regional):	CH DE FR GB IT LI SE	
JP 5507571 W	Based on	WO 9120062
AU 654136 B	Previous Publ.	AU 9180506
	Based on	WO 9120062
EP 533798 B1 E 24	Based on	WO 9120062
Designated States (Regional):	CH DE FR GB IT LI SE	
DE 69115037 E	Based on	EP 533798
	Based on	WO 9120062

Abstract (Basic): WO 9120062 A

The vending apparatus contains one or more parallel vending units to give a choice of articles. The vendor actuates a handle (28) to unlock a turnable access door (27) for removal of a vended article (25).

The next vended article is moved into the dispensing position via an endless horizontal conveyor (35), following closure of the access door.

USE/ADVANTAGE - Provides a low cost and high security system for dispensing or vending articles, particularly in a cashless manner, in conjunction with credit cards or automatic monitoring. Includes anti-tipping to retain articles in an upright position during motion.  
(22pp Dwg.No.6/15)

Title Terms: VENDING; APPARATUS; HOTEL; ARTICLE; DELIVER; MECHANISM; IMPROVE; SECURE; ACCESS; PREVENT; STORAGE; ARTICLE; UPSET

Derwent Class: Q36; T05

International Patent Class (Main): G07F-007/04; G07F-011/00; G07F-011/58

International Patent Class (Additional): B65H-003/36; G07F-007/02; G07F-011/26

File Segment: EPI; EngPI

13/5/13 (Item 13 from file: 351)

DIALOG(R) File 351:DERWENT WPI

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007108670

WPI Acc No: 87-108667/198715

XRPX Acc No: N87-081697

Multiple sheet thickness appts. - has pair of identical finger which contact bills moving in bill path, and metallic target

Patent Assignee: DIEBOLD INC (DIEB-N)

Inventor: GRAEF H T; NEWTON K H

Number of Countries: 013 Number of Patents: 010

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Main IPC	Week
WO 8702018	A	19870409	WO 86US1946	A	19860917		198715 B
US 4664369	A	19870512	US 85782350	A	19851001		198721
AU 8664092	A	19870424					198728
EP 241513	A	19871021	EP 86906109	A	19860917		198742
JP 63501637	W	19880623	JP 86505266	A	19860917		198831
EP 241513	B	19900718					199029
DE 3672821	G	19900823					199035
EP 241513	B2	19940316	EP 86906109	A	19860917	B65H-007/02	199411
			WO 86US1946	A	19860917		
CA 1338156	C	19960312	CA 518974	A	19860924	G01B-007/06	199620
CA 1339630	C	19980113	CA 518974	A	19860924	G07F-007/04	199816
			CA 617040	A	19960108		

Priority Applications (No Type Date): US 85782350 A 19851001; US 95782350 A 19951001

Cited Patents: DE 352243; EP 4630; GB 2131402; SSR880323; SU 183958; SU 680769; US 3722773; US 3860234; US 4378109; US 4420150; US 4449399; US 4494747; US 4579334; EP 80309; US 4664369

Patent Details:

Patent	Kind	Lan	Pg	Filing Notes	Application	Patent
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WO 8702018	A	E	36			
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Designated States (National): AU JP

Designated States (Regional): BE CH DE FR GB IT LI NL SE

US 4664369 A 15  
EP 241513 A E  
Designated States (Regional): BE CH DE FR GB IT LI NL SE  
EP 241513 B  
Designated States (Regional): BE CH DE FR GB IT LI NL SE  
EP 241513 B2 E 121 Based on WO 8702018  
Designated States (Regional): BE CH DE FR GB IT LI NL SE  
CA 1339630 C Div ex CA 518974

Abstract (Basic): WO 8702018 A

The appts. includes a number of sensors sensing sheet thickness in a number of locations in the sheet path. A target registers the thicknesses sensed by each sensor and exhibits a condition indicative of the sensed thickness. A device generates signals according to the condition of the target.

The target is a surface plane. The condition of the target indicative of the sensed thicknesses is a displacement of the surface plane from a reference position. The sensors are fingers which contact the sheet.

ADVANTAGE - Enables thickness indication of skewed or folded sheets.

5/15

Title Terms: MULTIPLE; SHEET; THICK; APPARATUS; PAIR; IDENTICAL; FINGER; CONTACT; BILL; MOVE; BILL; PATH; METALLIC; TARGET

Index Terms/Additional Words: AUTOMATIC; TELLER; MACHINE

Derwent Class: Q36; T05; X25

International Patent Class (Main): B65H-007/02; G01B-007/06; G07F-007/04

International Patent Class (Additional): B65H-007/12; B65H-007/14; G07D-007/00

File Segment: EPI; EngPI

13/5/14 (Item 14 from file: 351)

DIALOG(R)File 351:DERWENT WPI

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002143760

WPI Acc No: 79-G3696B/197930

Fastening bills on supports coated with varnish - involves use of water soluble glue protecting edge by adhesive tape, and then coating with weather resistant lacquer

Patent Assignee: HEIDER W (HEID-I)

Inventor: HEIDER W

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Main IPC	Week
DE 2801652	A	19790719					197930 B

Priority Applications (No Type Date): DE 2801652 A 19780116

Abstract (Basic): DE 2801652 A

Advertising bills or posters are stuck onto a varnished support surface. The varnished supports may be on the sides of buses, trams or vans and lorries.

The bill is printed on ordinary bill paper, and stuck to the varnished surface using a water soluble glue. This glue composition is chemically neutral with respect to the varnish. The edge of the bill is protected with a waterproof, self-adhesive tape partly covering it, and the bill is then waterproofed and made weather resistant. This is achieved by a further coat of clear lacquer or varnish over the bill and the edging strip.

Title Terms: FASTEN; BILL; SUPPORT; COATING; VARNISH; WATER; SOLUBLE; GLUE; PROTECT; EDGE; ADHESIVE; TAPE; COATING; WEATHER; RESISTANCE; LACQUER

Derwent Class: P85

International Patent Class (Additional): G09F-015/02; G09F-021/04

File Segment: EngPI

13/5/15 (Item 15 from file: 347)  
DIALOG(R)File 347:JAPIO  
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05163364

ELECTRICALLY CONDUCTIVE BAR CODE AND BILL OR THE LIKE HAVING THE SAME

PUB. NO.: 08-118864 [JP 8118864 A]  
PUBLISHED: May 14, 1996 (19960514)  
INVENTOR(s): ISEYA YUKIHIKO  
APPLICANT(s): TOPPAN MOORE CO LTD [368145] (A Japanese Company or Corporation), JP (Japan)  
APPL. NO.: 06-287505 [JP 94287505]  
FILED: October 27, 1994 (19941027)  
INTL CLASS: [6] B42D-015/10; G06K-007/06; G06K-019/06  
JAPIO CLASS: 30.1 (MISCELLANEOUS GOODS -- Office Supplies); 45.3 (INFORMATION PROCESSING -- Input Output Units)  
JAPIO KEYWORD: R107 (INFORMATION PROCESSING -- OCR & OMR Optical Readers)

ABSTRACT

PURPOSE: To easily decide whether bills, etc., are genuine or spurious and add further information to an electrically conductive bar code by a method wherein conductive rectangular bars formed by applying conductive ink and non-conductive rectangular bars formed by applying non-conductive ink are provided in parallel with one another at a predetermined interval on the surface of a non-conductive base material.

CONSTITUTION: An electrically conductive bar code Y which is formed by applying ink on a sheet and the like to be used for a bill, etc., such as a merchandise coupon, a check, a bank bill, etc., has rectangular bars Ai (i=1, 2, 3...) having conductivity and rectangular bars Bi having no conductivity, which are provided in parallel with one another at a predetermined interval (d) on the surface of a non-conductive base material Z. The rectangular bars Ai having conductivity are formed by applying conductive ink, which is prepared by dispersing conductive carbon in a resin vehicle of ink, on the surface of the base material Z by using a printing machine. On the other hand, the rectangular bars Bi having no conductivity are formed by applying non-conductive ink i.e., ordinary bar code lead ink on the surface of the base material Z by using a printing machine.

13/5/16 (Item 16 from file: 347)  
DIALOG(R)File 347:JAPIO  
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05114051

BILL DISCRIMINATING DEVICE

PUB. NO.: 08-069551 [JP 8069551 A]  
PUBLISHED: March 12, 1996 (19960312)  
INVENTOR(s): TAKIZAWA IENOBU  
APPLICANT(s): OKI ELECTRIC IND CO LTD [000029] (A Japanese Company or Corporation), JP (Japan)  
APPL. NO.: 06-225561 [JP 94225561]  
FILED: August 26, 1994 (19940826)  
INTL CLASS: [6] G07D-007/00; G06K-009/00  
JAPIO CLASS: 29.4 (PRECISION INSTRUMENTS -- Business Machines); 45.3 (INFORMATION PROCESSING -- Input Output Units)  
JAPIO KEYWORD: R098 (ELECTRONIC MATERIALS -- Charge Transfer Elements, CCD & BBD); R116 (ELECTRONIC MATERIALS -- Light Emitting Diodes, LED)

ABSTRACT

PURPOSE: To provide the bill discriminating device which is suppressed to low cost and can be offered at a low price.

CONSTITUTION: This device has an MOS image sensor 1 or CCD image sensor which detects the optical pattern of a fed bill, an LED 10 which lights

the bill , a conveyance speed detecting means 9 which detects the conveyance speed of the bill, a scan cycle arithmetic means 8 which calculates a subscanning time interval according to the conveyance speed of the bill so that subscanning density becomes constant, etc.; and the kind of money of the bill or the kind of money and whether the bill is genuine or not are decided by using the optical pattern detected by the image sensor 1.

13/5/17 (Item 17 from file: 347)  
DIALOG(R)File 347:JAPIO  
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04327892  
FEEDER FOR PAPER SHEET AND THE LIKE

PUB. NO.: 05-319592 [JP 5319592 A]  
PUBLISHED: December 03, 1993 (19931203)  
INVENTOR(s): NAKANISHI TOMOYUKI  
APPLICANT(s): OMRON CORP [000294] (A Japanese Company or Corporation), JP  
(Japan)  
APPL. NO.: 04-148358 [JP 92148358]  
FILED: May 15, 1992 (19920515)  
INTL CLASS: [5] B65H-003/06; B65H-003/06; G07D-001/00  
JAPIO CLASS: 26.9 (TRANSPORTATION -- Other); 29.4 (PRECISION INSTRUMENTS  
-- Business Machines)  
JOURNAL: Section: M, Section No. 1573, Vol. 18, No. 138, Pg. 14, March  
08, 1994 (19940308)

#### ABSTRACT

PURPOSE: To securely feed paper sheets and the like one by one through ensured separation by allowing movement of the paper sheet and the like forward and backward in the direction of overlapping, by driving a separating roller opposed to the paper sheet and the like by a rotational cam fixed on the rotational shaft of an upper feeding roller, and whereby separating the second paper sheets and the others from each other to the reverse contact side.

CONSTITUTION: When a feeding signal is input, an upper feeding roller 15 and a feeding roller 16 are synchronously rotated in the feeding direction, and a first bill 11 which receives the feeding rotational force is started to be drawn out in the feeding direction below. A rotational cam 25 is rotated interlocking with the upper feeding roller 15, and an upper separating roller 17 is moved forward from a regression stand-by position so that the bills 11... of no earlier than the first one are tilted to a proceeding position where they are pushed in the direction of reverse energization . Since the overlapped bills 11... of no earlier than the first one are sandwiched between a pressurization plate 14 and the upper separating roller 17 to be fed and regulated, the bills no earlier than the first are fixed, and double feeding is securely prevented. The whole bills are oscillated forward and backward by the separating roller, and separation between the respective bills is thus promoted .

13/5/18 (Item 18 from file: 347)  
DIALOG(R)File 347:JAPIO  
(c) 1998 JPO & JAPIO. All rts. reserv.

02861412  
BATHTUB DIRT CLEANER

PUB. NO.: 01-159012 [JP 1159012 A]  
PUBLISHED: June 22, 1989 (19890622)  
INVENTOR(s): KAWANISHI TOSHIFUMI  
APPLICANT(s): KAWANISHI TOSHIFUMI [000000] (An Individual), JP (Japan)  
APPL. NO.: 63-293106 [JP 88293106]  
FILED: November 18, 1988 (19881118)  
INTL CLASS: [4] B01D-035/02; A47L-025/00

JAPIO CLASS: 24.3 (CHEMICAL ENGINEERING -- Mixing, Separation & Crushing); 28.1 (SANITATION -- Sanitary Equipment); 30.4 (MISCELLANEOUS GOODS -- Furniture)

JOURNAL: Section: C, Section No. 637, Vol. 13, No. 419, Pg. 143, September 18, 1989 (19890918)

#### ABSTRACT

PURPOSE: To collect hair, dirt, etc., floating on the surface of water in a bathtub, by providing a floating body with a water passage having water entrance and exit openings and in this water passage with a water supply means and a filter.

CONSTITUTION: A toy type bathtub cleaner consists of a duck-like floating plastic body 1 which is floated on the water by an interior air chamber 2 with the half of its body under the water, so that its bill portion will go down near the water surface. The bill portion of the floating body 1 is provided with a water entrance opening 3 and the rump portion with a water exit opening 4 and these two openings are connected by a water passage 5, which is also provided with a water supply means 6 for sending water from the water entrance opening 3 to the water exit opening 4. And the former opening is provided with a filter 8. This bathtub cleaner is floated on the water of a bathtub for removal of hair, dirt, etc., offering a clean hot water and an enjoyable bath all the time.

13/5/19 (Item 19 from file: 347)

DIALOG(R)File 347:JAPIO

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02568836

PAPER SHEET HANDLER

PUB. NO.: 63-185736 [JP 63185736 A]

PUBLISHED: August 01, 1988 (19880801)

INVENTOR(s): MATSUZAKA KOJI

APPLICANT(s): OMRON TATEISI ELECTRONICS CO [000294] (A Japanese Company or Corporation), JP (Japan)

APPL. NO.: 62-019428 [JP 8719428]

FILED: January 28, 1987 (19870128)

INTL CLASS: [4] B65H-003/06; B65H-001/02; B65H-003/44; G07D-009/00

JAPIO CLASS: 26.9 (TRANSPORTATION -- Other); 29.4 (PRECISION INSTRUMENTS -- Business Machines)

JAPIO KEYWORD: R087 (PRECISION MACHINES -- Automatic Banking)

JOURNAL: Section: M, Section No. 770, Vol. 12, No. 459, Pg. 114, December 02, 1988 (19881202)

#### ABSTRACT

PURPOSE: To form the storage space conformed to application so efficiently as well as to aim at the promotion of space-saving in this storage space, by installing a roller displacement mechanism which displaced an auxiliary roller to an inclined position where paper sheets come to their delivery position.

CONSTITUTION: In an interval of the opposed part between a charging port 11 and a temporary store part 12, there are provided with an auxiliary roller 16 to be used in common with both and a main roller 17. A roller displacement mechanism 36 is installed in this auxiliary roller 16, and the auxiliary roller 16 is allowed to be displaced in the energizing transfer direction of a bill via this roller displacement mechanism 36, thus this displacing auxiliary roller 16 is moved to one side whereby at the charging port 11 side, there is formed with a delivery storage space suitable for delivering the bill to the inside from this port, while at the side of a temporary store part 12 at the opposite side, there is formed with a taking-in storage space suitable for taking in at the time of temporary storing. With displacement operation of the auxiliary roller 16 via this roller displacement mechanism 36, it is properly used to a storage space form suitable for each application to the charging port 11 at double side positions holding this auxiliary roller 16 in between and the

temporary store part 12 and utilized in this way.

Set	Items	Description
S1	4618	(POWER? OR LIGHT? OR ENERG? OR ELECTRIC? OR UTILIT? OR TEL-EPHON? OR PHON? OR WATER? OR MORTGAGE? OR GAS) (4N) (STATEMENT? OR BILL? ? OR INVOICE?)
S2	42	S1 (4N) (ADVERT? OR PROMOT? OR COUPON? OR OFFER OR AD? ?)
S3	6	S2 (S) (DATABASE? OR DIRECT? OR TARGET?) (4N) (MARKET? OR SALES? OR SELLING)
S4	6	S2 AND (DATABASE? OR DIRECT? OR TARGET?) (3N) (MARKET? OR SALES? OR SELLING)
S5	19	S2(S) (AGE? OR MARITAL? OR FAMILY OR FINANC? OR LOCAT? OR (-ZIP OR POSTAL) ()CODE? OR PURCHAS? OR ASSET? OR LIABIL? OR EQUIT?)
S6	23	S5 OR S4
S7	23	RD (unique items)
S8	22	S7 NOT PY>1997
S9	18	S8 NOT PD>970415

File 621:IAC New Prod.Annou.(R) 1985-1998/Oct 20  
(c) 1998 Information Access Co

File 278:Microcomputer Software Guide 1998/Sep  
(c) 1998 Reed Elsevier Inc.

File 256:SoftBase:Reviews,Companies&Prods. 85-1998/Sep  
(c)1998 Info.Sources Inc

9/3,K/1 (Item 1 from file: 621)  
DIALOG(R)File 621:IAC New Prod.Annou.(R)  
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00754606

00755044

Cincinnati Bell Telephone Offers Interest-Free Financing To Its  
DIRECTV/USSB Customers

PR Newswire

DATELINE: CINCINNATI March 25, 1997 WORD COUNT: 719

CINCINNATI, March 25 /PRNewswire/ -- Five months after finalizing agreements to market DIRECTV (R) and U.S. Satellite Broadcasting (USSB(R)) satellite television service here, Cincinnati Bell Telephone (CBT) today announced interest-free financing for DSS(R) (Digital Satellite System) equipment.

Qualified customers who take advantage of CBT's...

...installation. They will be billed for all charges in 36 monthly installments on their monthly telephone bill.

This offer does not require a down payment or prepayment for programming. It does require a one...

...per month. Both RCA and Sony brand DSS equipment are available.

Existing payment options for purchase and installation, including the DIRECTV \$200 cash back program, also will continue to be available...

...their hometown telecommunications company."

Customers can take advantage of CBT's one-stop shopping -- from purchasing equipment and programming to financing and home installation -- by calling 513-566-CBT (2288) today. The company will start taking...

...to receive local TV channels for an additional \$5 per month for 36 months if purchased with one of the new promotional packages.

DIRECTV and USSB launched their services in June...

9/3,K/2 (Item 2 from file: 621)  
DIALOG(R)File 621:IAC New Prod.Annou.(R)  
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00744670

00745108

PSE&G to Compete For Residential Gas Customers in New Jersey Natural Gas Pilot

PR Newswire

DATELINE: NEWARK, N.J. March 10, 1997 WORD COUNT: 426

To Offer 13% Cut in Gas Bill Over NJNG Rates

NEWARK, N.J., March 10 /PRNewswire/ -- Public Service Electric and Gas (NYSE...

...their gas and receive the benefits that PSE&G can obtain by being the largest purchaser of natural gas in New Jersey," said Larry Codey, president and chief

operating officer of...

9/3,K/3 (Item 3 from file: 621)  
DIALOG(R)File 621:IAC New Prod.Annou.(R)  
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00743368

00743806

**CSW Communications and OSI Providing Advanced Utility Management and Communications Choices**

PR Newswire

DATELINE: FOLSOM, Calif. March 6, 1997 WORD COUNT: 624

...time-of-use energy pricing, and other services.  
These services help customers save on their **energy bills** and **offer utilities** the opportunity to reduce costs and improve customer service in preparation for industry deregulation.

"OSI...

...or product mentioned herein.

SOURCE Objective Systems Integrators

-0-

03/06/97

/CONTACT: Jerry McDowell, Director of Marketing of Objective Systems Integrators, 916-353-2400; or Ray Perez, Manager of Communications of CSW...

9/3,K/4 (Item 4 from file: 621)  
DIALOG(R)File 621:IAC New Prod.Annou.(R)  
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00741269

00741707

**CheckFree Releases First Fully-Operational, Single-Site Electronic Bill Delivery and Payment Product**

PR Newswire

DATELINE: ATLANTA March 4, 1997 WORD COUNT: 931

...clear, competitive differentiation.  
To date, nine companies in five industries have partnered with CheckFree to **offer** CheckFree E-Bill to their customers. GPU Energy, Capstead Mortgage and the Small Business Administration are already providing their customers this service. Additional...

...in coming weeks.

CheckFree's central-site E-Bill solution can easily be incorporated into **financial institutions'** banking and bill payment services. As the leading provider of electronic commerce services, CheckFree provides electronic banking and bill payment services for more than 225 **financial institutions**, including nine of the top 10 banks in the United States, and 1.3...

...and  
payment process a complete, non-paper, electronic round-trip. And, it allows companies and **financial institutions** to provide the ultimate in convenience and efficiency."

According to Robert Meachum, vice president...

...services, software and related products for 1.3 million consumers, 1,000 businesses and 850

financial institutions. CheckFree designs, develops and markets services that enable its customers to make electronic payments and collections, automate paper-based recurring financial transactions and conduct secure transactions on the Internet.

BellSouth

BellSouth provides telecommunications services in nine...

...in the world.

Capstead Mortgage Company

Capstead Mortgage Company, a national mortgage banking firm with assets in excess of \$10 billion, purchases single-family mortgage loans and mortgage servicing rights. It generates income from servicing and investing mortgage loans...

...Mutual Group (<http://www.cunamutual.com>) was established in 1935 to provide insurance and related financial services to credit unions and their members. The CUNA Mutual Group has insurance in force of more than \$100 billion and assets of nearly six billion. It protects more than 99 percent of all United States credit...

9/3,K/5 (Item 5 from file: 621)

DIALOG(R)File 621:IAC New Prod.Annou.(R)

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00707881

00707881

**Gas Co. Says Cooler Weather Means Higher Gas Bills; Offers Programs to Help Customers Keep Bills Low**

PR Newswire

DATELINE: LOS ANGELES Dec 12, 1996 WORD COUNT: 429

...months than during the summertime. She offers the following home heating tips to help reduce energy bills :

- Add insulation to your uninsulated or inadequately insulated attic;
- Install an automatic setback thermostat;
- Caulk cracks...

...is then divided into 12 average monthly bills.

In addition, throughout southern California there are agencies to help customers who have difficulty paying their energy bills. Customers may call The Gas Company at 800-427-2200 for information about these agencies or about

the company's Level Pay Plan and California Alternate Rates for Energy (CARE...).

9/3,K/6 (Item 6 from file: 621)

DIALOG(R)File 621:IAC New Prod.Annou.(R)

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00681039

00681039

**DQE Energy Services & KN Services Announce Joint Venture; Customers to Have Option of 'Weatherproof' Heating Bills**

PR Newswire

DATELINE: PITTSBURGH Oct 15, 1996 WORD COUNT: 643

...other WeatherWise services. Under the JV agreement, KN Services and

DQE Energy Services will be **equity** partners in WeatherWise, and KN Services will introduce the WeatherProof Energy Bill in western and...

...all the weather uncertainty, WeatherWise will assist energy retailers in designing and administering programs to **offer** the WeatherProof **Energy** Bill and other WeatherWise services to consumers," says Bernie Bilski, president of WeatherWise.

"WeatherWise is giving the **equity** partners and other energy retailers a leg up on the competition as deregulation and customer...

9/3,K/7 (Item 7 from file: 621)  
DIALOG(R)File 621:IAC New Prod.Annou.(R)  
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00674589 00674589

#### **Virginia Power EnergyShare Program to Help Needy for 14th Year**

PR Newswire  
DATELINE: RICHMOND, Va. Oct 1, 1996 WORD COUNT: 591

...together the public and private sectors to meet a community need. EnergyShare provides one-time **financial** aid to pay a winter heating bill. It is a program of last resort for...

...become  
EnergyShare Partners by donating money or services directly to the program. Partners also can **promote** EnergyShare through **bill** inserts, letters to their employees or by mentioning it in newsletters, bulletins or public service...

...one-half of the local median income level, be unemployed or demonstrate a personal or **family** crisis. To ensure the widest possible distribution of EnergyShare assistance, persons eligible can receive only one payment of up to \$500 per heating season. Local health and social service **agencies** in Virginia Power's service area distribute EnergyShare funds. These **agencies** will begin accepting applications for assistance December 13. Payments go directly to the energy vendor...

9/3,K/8 (Item 8 from file: 621)  
DIALOG(R)File 621:IAC New Prod.Annou.(R)  
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00668334 00668334

#### **Wisconsin Electric Teams Up With Local Landscapers to Offer Customers a Shady Deal: "Sun-Smart" Landscaping**

PR Newswire  
DATELINE: MILWAUKEE Sep 17, 1996 WORD COUNT: 424

...As part of Wisconsin Electric's (WE) Shady Deal Trees Program, WE residential customers who **purchase** and plant qualifying trees can receive a \$50 discount per tree between now and the...

...conditioning and cooling systems."

WE's residential electric customers will find the Shady Deal discount **coupon** in their September **electric** bill in "re.source," the company's customer newsletter. Participating nurseries and landscapers also have information. "Even if a customer **purchases** more than one tree, only one coupon is needed to receive a \$50

discount on...

9/3,K/9 (Item 9 from file: 621)  
DIALOG(R)File 621:IAC New Prod.Annou.(R)  
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00613844

00613844

**CNG ENERGY SERVICES, HONEYWELL FORM ALLIANCE**

PR Newswire  
DATELINE: PITTSBURGH May 9, 1996 WORD COUNT: 551

...Gifford pointed out that many large and medium-size energy users have the option of purchasing their energy supplies from someone other than their local utility companies. By allowing CNG Energy Services to manage these purchases and related services, customers can significantly reduce their energy bills , he said.

CNG Energy Services will initially offer natural gas supplies and management to Honeywell customers. Electricity supply and management will be offered...

...Services will be able to provide Honeywell customers with an evaluation of their current gas purchase practices.

Honeywell said it chose to partner with CNG Energy Services because of the company's large asset base, retail customer focus and power marketing capabilities.

CNG Energy Services, the full-service energy...

...government and industrial markets. Performance contracting is a procurement method that provides a means to finance building improvements today from future energy and operating savings. It is a guaranteed and comprehensive...

9/3,K/10 (Item 10 from file: 621)  
DIALOG(R)File 621:IAC New Prod.Annou.(R)  
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00612859

00612859

**Travelers Express buys FlashPay; Expands company's utility bill payment business.**

Business Wire  
DATELINE: MINNEAPOLIS May 7, 1996 WORD COUNT: 494

...service for more than two dozen utilities and has more than 2,000 bill payment locations nationally. With the addition of FlashPay, the company will expand its share of the utility bill payment market and add an important geographic service area in the Southeast.

"The bill payment market is a strong...

...that when a utility customer pays a bill at one of the BuyPay or FlashPay locations , the information is available immediately to the utility for instant credit.

Travelers Express is purchasing the FlashPay name, customer contracts and terminals. Financial terms of the agreement were not disclosed. The business will be merged into the Minneapolis-based operation immediately.

NationsBank Corp. is a bank holding company that provides financial products and services nationally and internationally to individuals, businesses, corporations, institutional investors and government agencies .

Headquartered in Charlotte, N.C., NationsBank has a retail banking franchise in nine states and the District of Columbia and consumer finance offices in 35 states. NationsBank had total assets in excess of \$194 billion as of March 31.

Travelers Express processes money orders, official...

...electronic bill payments and home banking transactions. The company services more than 40,000 retail locations and 4,500 financial institutions and is the nation's leading money order provider.

Travelers Express is a major...

9/3,K/11 (Item 11 from file: 621)  
DIALOG(R)File 621:IAC New Prod.Annou.(R)  
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00584337 00584337

ONE MILLION CUSTOMERS TAKE AMERITECH UP ON OFFER TO SLAM THE DOOR ON COMMUNICATIONS SLAMMING

PR Newswire  
DATELINE: COLUMBUS, Ohio Feb 28, 1996 WORD COUNT: 1340

...committed to protecting their choice."

Woods said that despite the fact that slammers face fines, financial penalties and law suits, slamming is still a leading source of consumer complaints to the...

...Commission (FCC).  
The practice even is specifically addressed in the new Telecommunications Act, which specifies financial penalties for companies that are convicted of slamming.

"The Better Business Bureau considers slamming to...  
...slamming rules and levies fines against companies that violate them.  
-- There are provisions for added financial penalties for slamming in the newly enacted Telecommunications Act of 1996.  
-- State regulators and officials...unauthorized changes. This is the largest response we have ever received from customers to an offer included with phone bills . One of every ten Ameritech consumer customers took action to take control of their account...

9/3,K/12 (Item 12 from file: 621)  
DIALOG(R)File 621:IAC New Prod.Annou.(R)  
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00567405 00567405

Enova and Philips launch interactive services joint venture; First-of-its-kind project: Subsidiary of utility parent company and consumer electronics giant will start with a rollout of 30,000 screen phones in San Diego.

Business Wire  
DATELINE: SAN DIEGO Jan 17, 1996 WORD COUNT: 514

...telephone services including a form of number-only caller ID. The joint venture will also offer utility bill paying and outage management services over its network to SDG&E customers. As restructuring of...

...accompanied by a national rollout. Philips Screen Phones are currently used by consumers through their financial institutions and telephone companies and in inventory management, international shipping, automated medical payments and electronic...

...to connect with their customers and for individuals to reap the benefits of the information age by launching and developing the global market for screen phone and screen phone network technology...

...subsidiary,  
Enova Corp. is the parent company to four other subsidiaries: Enova Energy Management, Enova Financial , Pacific Diversified Capital and Califia.

CONTACT: Philips Home Services  
Paul Chapple, 617/238-3414  
or...

9/3,K/13 (Item 13 from file: 621)  
DIALOG(R)File 621:IAC New Prod.Annou.(R)  
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00538304 00538304

#### FARMERS UNION VOICES CONCERNS WITH TELECOMMUNICATIONS BILL

PR Newswire  
DATELINE: WASHINGTON Oct 23, 1995 WORD COUNT: 342

...telecommunications reform bills being considered by Congress. The general farm organization that represents 293,000 family farmers and ranchers says the legislation would leave rural citizens and family farmers with few choices and bigger bills.

"Deregulation of the telecommunication industry as proposed by...

...to communities where profits are lower than in more heavily populated areas.

#### Result in Higher Telephone Rates

This bill would allow local phone companies to offer long-distance service without regulation and with no competition. These monopolies are sure to result...

9/3,K/14 (Item 14 from file: 621)  
DIALOG(R)File 621:IAC New Prod.Annou.(R)  
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00528367 00528367

#### VIRGINIA POWER'S ENERGYSHARE PROGRAM BEGINS ITS 13TH YEAR

PR Newswire  
DATELINE: RICHMOND, Va. Oct 2, 1995 WORD COUNT: 591

...crisis heat their homes this winter.

EnergyShare is a community partnership that provides one-time financial assistance to pay any winter energy bill, including oil, coal, wood, kerosene, gas or electricity...

...the 1995-96 program, how to contribute and how to get EnergyShare assistance.

"Human services agencies expect a decrease in state and federal funding for energy assistance programs this winter," said...

...included more than 2,300 disabled and elderly citizens, and 3,100 children under the age of five. However, some 3,800 applicants had to be turned away because funds ran...

...bills.

Funds collected through the program will be distributed by local health and social service agencies in Virginia Power's service area. The agencies will begin accepting EnergyShare applications December 15. Payments go directly to the energy vendor on...

...one-half of the local median income level, be unemployed or demonstrate a personal or family crisis. To ensure the widest possible distribution of EnergyShare assistance, persons eligible can receive only...

...become

EnergyShare Partners by donating money or services directly to the program. Partners also can promote EnergyShare through bill inserts, letters to their employees or by mentioning it in newsletters, bulletins or public service...

...than \$52,300 to the program.

Virginia Power contributes \$70,000 to local non-profit agencies to help cover the costs of administering EnergyShare. The utility also will contribute \$50,000...

9/3,K/15 (Item 15 from file: 621)  
DIALOG(R) File 621:IAC New Prod.Annou.(R)  
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00482734

MCI LAUNCHES MULTI-MILLION DOLLAR AD CAMPAIGN TARGETING INTERNATIONAL LONG DISTANCE MARKET

News Release  
DATELINE: ATLANTA, GA April 5, 1994 WORD COUNT: 425

MCI LAUNCHES MULTI-MILLION DOLLAR AD CAMPAIGN TARGETING INTERNATIONAL LONG DISTANCE MARKET

...Public Relations  
(404) 668-6011 (404) 877-1813

MCI LAUNCHES MULTI-MILLION DOLLAR AD CAMPAIGN  
TARGETING INTERNATIONAL LONG DISTANCE MARKET  
"Billion Dollar" Message Expanded  
to Roll Out Proof Positive Worldwide

ATLANTA, GA (April 5, 1994)-- MCI Business Markets is going over America's phone bills again ad has found substantial waste on international long distance calling.

In a new multi-million dollar...

,9/3,K/16 (Item 16 from file: 621)  
DIALOG(R)File 621:IAC New Prod.Annou.(R)  
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00343325 00343325

**COMPACT SOFRAPLI F20 AND F25 FOLDERS/SEALERS CREATE ONE PIECE MAILERS IN SECONDS**

News Release  
DATELINE: Cachan Cedex, France December 16, 1992 WORD COUNT: 369

...are ideal for producing a variety of ready to mail documents, including invoices, payroll slips, advertising mailers, lottery tickets, utility bills, tax documents, medical documents, and many other forms, which save on the cost of using...

...F20, and more than 8,000 with the F25. The company is interested in both direct sales and the development of a system of distributors for North America.

For more information, please...

9/3,K/17 (Item 17 from file: 621)  
DIALOG(R)File 621:IAC New Prod.Annou.(R)  
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00278200 00278200

**System 1032/SQL from CompuServe Data Technologies Provides ANSI Standard SQL Access to System 1032 Data**

News Release  
DATELINE: Cambridge, MA September 20, 1990 WORD COUNT: 706

...company's fully-integrated flagship product. The new product expands CDT's reach into the database market by offering users the added flexibility of ANSI standard Structured Query Language (SQL) access to...

...time-consuming.  
"System 1032/SQL allows us to speak to a broader segment of the database market, addressing those users who are looking for standard language access to their database systems in..."

...create both interactive and batch queries on System 1032 data. An interactive editor for SQL statements provides a powerful query management system for ad hoc querying and updating. Developers can use this interactive component to prototype SQL processes before...

9/3,K/18 (Item 18 from file: 621)  
DIALOG(R)File 621:IAC New Prod.Annou.(R)  
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00231278 00231278

**XIOX CORPORATION ANNOUNCES PC-BASED TELEPHONE CALL ACCOUNTING FOR "MEGA-HOTELS"**

News Release  
DATELINE: Burlingame, CA July 12, 1989 WORD COUNT: 425

...for

telephone abuse and to allocate telephone costs. Xiox systems are installed in over 1700 **financial** institutions, insurance companies, ~~real~~, estate firms, manufacturing and high tech companies as well as government...

...operations. A Xiox systems designed specifically for the professional market helps law, accounting, architecture and **advertising** firms **bill** clients for long distance **telephone** calls made on their behalf. Xiox systems are available through business telephone systems vendors nation...

Set	Items	Description
S1	322	(POWER? OR LIGHT? OR ENERG? OR ELECTRIC? OR UTILIT? OR TEL-EPHON? OR PHON? OR WATER? OR MORTGAGE? OR GAS) (4N) (STATEMENT? OR BILL? ? OR INVOICE?)
S2	1	S1 (4N) (ADVERT? OR PROMOT? OR COUPON? OR OFFER OR AD? ?)
S3	0	S2 (S) (DATABASE? OR DIRECT? OR TARGET?) (4N) (MARKET? OR SALES? OR SELLING)
S4	0	S2 AND (DATABASE? OR DIRECT? OR TARGET?) (3N) (MARKET? OR SALES? OR SELLING)
S5	0	S2(S) (AGE? OR MARITAL? OR FAMILY OR FINANC? OR LOCAT? OR (-ZIP OR POSTAL) ()CODE? OR PURCHAS? OR ASSET? OR LIABIL? OR EQUIT?)
S6	0	S5 OR S4
S7	18	S1 AND (ADVERT? OR PROMOT? OR COUPON? OR OFFER? OR AD? ?)
S8	36	S1 AND (AGE? OR MARITAL? OR FAMIL? OR FINANC? OR LOCAT? OR (ZIP OR PSOTAL) ()CODE? OR PURCHAS? OR ASSET? OR LIABIL? OR EQUIT?)
S9	4	S8 (S) (MARKET? OR ADVERT? OR AD? ?OR SALES? OR SELLING? OR TARGET?)
S10	19	S2 OR S7 OR S9
S11	19	S10 NOT AD>970415
S12	19	IDPAT (sorted in duplicate/non-duplicate order)
S13	19	IDPAT (primary/non-duplicate records only)

File 344:Chinese Patents ABS Apr 1985-1998/Sep  
(c) 1998 European Patent Office

File 347:JAPIO Oct 1976-1998/Jun. (UPDATED 980930)  
(c) 1998 JPO & JAPIO

File 351:DERWENT WPI 1963-1998/UD=9841;UP=9838;UM=9836  
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